NEW BEDFORD CENTENNIAL

1847=1947

OFFICIAL Souvenir BOOK

City of
New Bedford
Massachusetts

OFFICIAL
PROGRAM AND SOUVENIR BOOK

THE CITY OF

NEW BEDFORD, MASSACHUSETTS
CENTENNIAL CELEBRATION

Week of June 29 to July 5, inclusive

◆

1847 - 1947

TABLE OF CONTENTS

The Mayor's Message, "Yesterday—Today—Tomorrow" ... 4

An Historical Sketch by William M. Emery ... 5

The City Government: ... 16
  The Mayor
  The City Council
  City Officials
  Boards and Commissions
  Other Officials

General Information and Statistics ... 21

New Bedford Centenary Corporation ... 22
  Officers and Directors
  100th Anniversary Committee
  Committees

Official Program ... 27

Views of New Bedford ... 33

Acknowledgement to Sponsors ... 36

Sponsors ... 37

Acknowledgements ... 79

Industrial, Commercial and Mercantile Sponsors of the Official Souvenir Book

Acushnet Process Company ... 45
Acushnet Saw Mills Company ... 68
Aerovox Corporation ... 56
Akin-Denison Company ... 66
Andrews & Pierce, Inc. ... 76

Bailey, Walter P. ... 70
Bush & Co., Inc. ... 64

Cherry & Co., Inc. ... 59
Coholan, Jeremiah ... 66
Colonial Restaurant & Store Equipment Co. ... 72
Continental Baking Company ... 75
Cushing, C. F. & Son ... 60

D. & G. Motor Repair Co. ... 70
Diario de Noticias ... 72
Duff, David & Son ... 65

First National Bank, The ... 51
Firestone Textiles ... 78
Fisk Cord Mills, U. S. Rubber Co. ... 48
Freedman, A. & Sons, Inc. ... 56
Fur House of Sidney ... 60

TABLE OF CONTENTS – continued

Giusti Baking Company 77
Goodyear Fabric Corporation 52
Greene & Wood, Inc. 67
Gulf Hill Dairy 74

Hathaway Manufacturing Company 39
Hawes Electric Company 68
Hill & Cutler Co. 50
Hoosac Mills Corporation 50
Howland Linen Supply Co., Inc. 76
Hutchinson, H. S. & Co. 62

Kuch, Paul L. Advertising 74

Leahy, M. J. Company 62
Loranger, Theodore & Sons 69

Merchants National Bank, The 49
Morse Twist Drill & Machine Co. 42
My Bread Baking Co. 73

Nash Reclaiming Co. 54
Naushon Mills, Inc. 40
New Bedford Cordage Co. 52
New Bedford Five Cents Savings Bank 53
New Bedford Gas & Edison Light Co. 43
New Bedford Institution for Savings 55
New Bedford Rayon Co. 46
New Bedford Storage Warehouse Company 46
New Bedford Textile Co. 48

Olson & Appleby 71

Paulding, John I. Co. 44

Revere Copper and Brass Incorporated 47

Safe Deposit National Bank, The 58
Soule Mill, The 41
Standard-Times 37
Star Store 61
Swift, M. C. & Son 64

Tucker, Anthony & Co. 58

Union Street Railway Company 57

Wamsutta Mills 38
White Farm Dairy 78
Williams, George P. 71
Wing, C. F. Co. 63

Zeitz Theatres 54

YESTERDAY – TODAY – TOMORROW

"... a city which hath foundations,
whose builder and maker is GOD."
Hebrews 11.10

Together we join in observing the One Hundredth Anniversary of New Bedford as a city.

By example and precept we should mark well the things that laid the foundation of our city and caused it to grow and prosper.

Interwoven with the civil and industrial activities has been the willingness to serve in the struggles that have been necessary to preserve and defend the liberties of the people.

To this city have come the peoples from distant places and they found what they sought — liberty and opportunity — and for these blessings they have repaid many fold, they have made an American city.

The past, with its whaling traditions and commercial development, is our pride.

The present, we meet with the same courage and fortitude as those who have gone before and to us the future holds, as it held for them, development of liberty, opportunity and justice in all things that free men hold dear.

Today we give thanks to the Supreme Author of our being, realizing that without His blessings and guidance we would not have succeeded in the past, and that this same faith, courage and patience is necessary for the future.

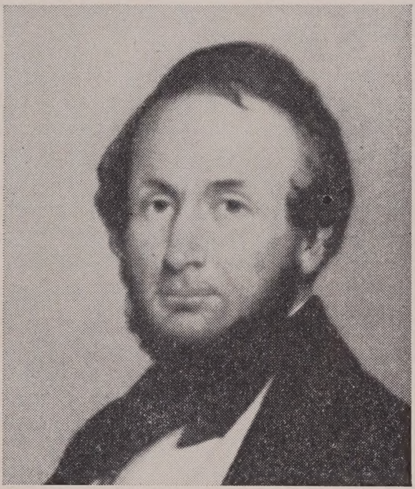
Arthur N. Harriman

Mayor

AN HISTORICAL SKETCH

by

WILLIAM M. EMERY



Abraham H. Howland, first mayor of New Bedford. Mayor's salary in 1847 was only $800 a year and total municipal expenditure was $71,283.

On Wednesday afternoon, April 28, 1847, a scene of dramatic interest took place within the present Free Public Library, built several years previously as the Town Hall. It was the inauguration of New Bedford's first Mayor and City Government. Abraham Hathaway Howland, a prosperous representative of the whaling industry, who had served four years as Representative to the Legislature, was sworn in as Mayor by Judge Oliver Prescott.

He read an inaugural address in which he extolled the advantages to be gained by the new departure, and declaring his belief that the change in the form of local government would not be attended with increased taxation, he called for the strictest economy in expenditures. The city's population numbered 16,000. The Mayor's salary was $800. Municipal expenditures the first year were $71,283, with a balance of nearly $4,000 left in the treasury.

Then as now the city was divided into six wards, of which Ward Five was the largest. An Alderman and four Common Councilmen were elected from each ward.

Mayor Howland served the city satisfactorily for five years. Only three other incumbents of the office prior to Mayor Harriman have equalled or exceeded this. During the 1870's Abraham H. Howland, Jr., son of the first executive, was Mayor for two years. Father and son occupied the County Street residence which is now the Jewish Community Center.

The city charter granted by the Legislature after long agitation had been accepted on March 18, 1847, by a vote of the citizenry, 1,150 to 814. At the election in April, following a heated political campaign, there were four principal candidates for the Mayoralty. One of them, James B. Congdon, also ran for the Common Council, to which he was elected and was made its first president.

At that time New Bedford had been an incorporated town for sixty years. The charter was granted in 1787, and the first town meeting was held March 21 of that year. Fairhaven and Acushnet then comprised a part of New Bedford. In 1812 Fairhaven was set off, retaining Acushnet in her corporate limits. All three communities were originally a part of Dartmouth, which also comprised Westport (separated in 1787) and the present Dartmouth. The old town was incorporated by the General Court of Plymouth Colony June 8, 1664.

Old Dartmouth was sparsely settled, with isolated farms scattered here and there over its broad expanse. Several of the settlers were killed and most of the dwellings burned by the Indians in King Philip's War. By the middle of the eighteenth century a series of large farms with water frontage, trended up the hillside on the western bank of the Acushnet River within the present area of New Bedford. The farmhouses were built on the crest of the hill along the County Road, now County Street. One of these widespread tracts was owned by Joseph Russell, who lived on the site of the present High School.

He conceived the idea of selling house lots and establishing a village. His first sale was made in 1760 to John Lowden, a shipwright, who the next year built the first house in Bedford Village on the west side of South Water Street at the head of Commercial Street. Other sales followed, but the project grew slowly. Russell was the family name of the Duke of Bedford, and in consequence Joseph Rotch, an enterprising whaling merchant who had come up from Nantucket, suggested the name of Bedford for the new settlement in honor of its promoter. Subsequently the prefix "New" was added because another town in the State had a prior claim to the original designation.

Last of the whaling ships. The Charles W. Morgan in New Bedford Harbor, November 1941, on her way to enshrinement at Mystic, Connecticut.

The Bourne Whaling Museum on Johnnycake Hill. The history of New Bedford during the Golden Era of Whaling is perpetuated in its exhibits.

Among other ventures Joseph Russell engaged in offshore whaling. Under his leadership the inhabitants of Bedford Village became whalemen and shipbuilders. Joseph Rotch, with a greater capital, gave whaling a substantial impetus, and it continued to be New Bedford's chief industry for more than a hundred years. Rotch was the owner of the first ship to be launched in Bedford, the *Dartmouth*, built in 1767. Her initial voyage was to London with a cargo of whale oil. She was one of the vessels boarded by the Boston Tea Party in 1773, when Francis, son of Joseph Rotch, as managing owner, protested the loss of his cargo.

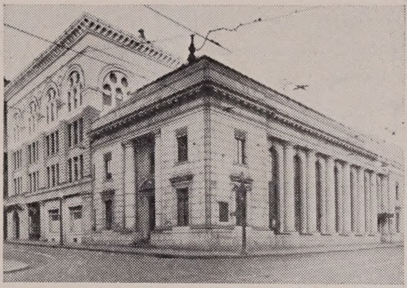
At the outbreak of the Revolution Bedford was a sizeable and flourishing community. Although a large proportion of the residents were Quakers the village, in common with the rest of Dartmouth did its share in furnishing troops for hostilities. Privateers made the Acushnet River a harbor whence they could set forth on their task of molesting English shipping. In consequence on September 5, 1778, a large force of British troops landed here and set fire to many buildings and storage goods on both sides of the river and killed four men. It is estimated that the loss by this raid was equivalent to about $500,000.

The forefathers began early to care for the affairs of religion and education. The first ecclesiastical body organized in old Dartmouth was established by the Society of Friends (Quakers) in 1699, and the first Congregational Church in the town dates from 1708. Regarding an unverified tradition that this church had its origin in 1696 it can be said there was unorganized preaching to that denomination probably prior to 1700. The early Baptists listened to sermons by John Cooke, prominent Dartmouth resident and a *Mayflower* passenger, but evidently had no established church in that era. Dartmouth appointed its first schoolmaster in 1704.

The New Bedford Monthly Meeting of Friends emerged from the Dartmouth Monthly Meeting in 1792. The first Congregational meeting house in New Bedford was built in 1795 on the site of the present Merchants National Bank. The first schoolhouse in Bedford Village was built on Johnnycake Hill in 1766 on the site of the Seaman's Bethel or just south of it. Finally it was burned and a new structure was erected. Eventually the Quakers had a schoolhouse on Johnnycake Hill for their children, and the Congregational Society followed suit by providing a schoolhouse for theirs on Purchase Street where the Cherry & Company store now stands.

World's largest ship model, the bark Lagoda, in the Whaling Museum. Visitors may go aboard.

LAGODA OF NEW BEDFORD



Liberty Hall and first Congregational meeting house stood on the site now occupied by the Merchants National Bank, William and Purchase.

The young town continued to flourish. In 1801 there were 185 dwelling houses, increased to 300 in 1805. In 1810 the population was 5,600. The Bedford Bank had been incorporated in 1803, and marine insurance companies were formed to protect the investments in the whaling enterprise and the town's maritime commerce. Trading with coastwise ports, with the West Indies and the East Indies, and with European centers had sprung up.

New Bedford's prosperity has been based on three major industries in each of which the community attained preeminence. They were: whaling, manufacture of fine cotton goods, and general fisheries.

The city is known everywhere today as formerly the greatest whaling port in the world, a distinction wrested from Nantucket. Her ships visited all the oceans of the globe. In 1845 New Bedford was the fourth maritime tonnage district in the United States, exceeded only by New York, Boston and New Orleans.

In the full glory of the days of whaling prosperity New Bedford sent out more whale ships than all other American ports combined. In 1857, when the population was about 22,000 the peak was reached, with 329 vessels engaged representing an investment of $20,000,000, and a yearly catch of $10,000,000. From that year onward the industry steadily declined.

Destruction of numerous whalers by Confederate cruisers during the Civil War, the discovery of petroleum, use of substitutes for whalebone, and the wreck of many fine ships in the Arctic in the 1870's combined to accomplish the downfall of the once great industry. In 1861 the United States Government purchased a large number of old vessels of various kinds, loaded them with stone, and for blockade purposes sank them in the harbor channels of Charleston and Savannah. New Bedford's contribution to the "Stone Fleet" was twenty-four idle whaleships. The last whaling voyage from this port was made by schooner *John R. Manta* in 1925.

In 1903 the Old Dartmouth Historical Society was organized to perpetuate the lore and tradition of the old township. Its central attraction on Johnnycake Hill is the Bourne Whaling Museum, containing the largest ship model in the world, the bark Lagoda, gift of Miss Emily Howland Bourne, daughter of Jonathan Bourne, one of New Bedford's leading whaling merchants.

The New Bedford High School was established in 1827, with John F. Emerson principal, but was abolished in 1829. For eight years Mr. Emerson then conducted a private High School. In 1837 the public High School was revivified under a mandatory State law, with Mr. Emerson at the head.

Under the guidance of enlightened School Committees and progressive super-

Composite view of New Bedford High School, at County, Court and Morgan Streets. The city's public school system has achieved and maintains a high reputation in educational circles everywhere.

The Y. M. C. A. Building at William and Sixth Streets has served the city's youth since 1891. A new building, on a nearby site, is being planned.

intendents the New Bedford public school system has always maintained a high reputation in educational circles everywhere, keeping abreast of all the modern trends. The latest enrollment of pupils is 10,700, housed in thirty-eight buildings, with 524 teachers and two athletic coaches. There are fifteen parochial schools, with about 4,100 pupils, taught by the nuns of the various convents.

The Friends Academy, founded by wealthy Quakers as a classical school, has been operated since 1810. The Swain Free School, established under the will of William W. Swain, was opened in his former residence in 1882 for general higher education, but of late years has been transformed into an art school and is now known as the Swain School of Design. The New Bedford Textile School, now the Textile Institute, was organized in 1898, to instruct pupils in the manufacture of cotton cloth. The New Bedford Vocational High School is maintained jointly by the State and the city.

Several churches were built in the first half of the nineteenth century in what is now the city center. Some are still standing, and others have been replaced by new buildings. The Young Men's Christian Association was organized in 1867, and its building erected in 1891. The Young Women's Christian Association was formed in 1911, and first occupied its building in 1924. The Salvation Army and the Volunteers of America have been established for many years in New Bedford.

Twenty-seven men have filled the office of Mayor in the century that has elapsed. Of these the public career of Charles Sumner Ashley, a man of delightful personality, was most remarkable. Between 1891 and 1936, though not continuously, he served thirty-two years as Mayor. In addition he had one year as Common Councilman, and two years each as Alderman and member of the School Committee, a total participation of thirty-seven years in the public life of the municipality, or considerably in excess of one-third of the city's existence. He was also Postmaster for three years.

Mayor Ashley's administrations were characterized by important and beneficial accomplishments for the public welfare, including among other things close attention to street affairs, extensions of street lighting, enlargement of the water works system, and the erection of a number of school houses and fire stations. Ashley Boulevard perpetuates his name.

After a period of considerable agitation the voters in 1938 adopted one of the statutory model city charters provided

Y.W.C.A. Building at Spring and Pleasant Streets. Competent staff leaders have made it an outstanding example of Y.W.C.A. aims in practice.

With these buildings, since razed, the now world-famous Wamsutta Mills laid the foundation in 1847 for New Bedford's reputation for fine cotton goods.

by the Legislature known as Plan B. The most significant changes were the strengthening of the Mayor's powers, especially in regard to appointments, and the establishment of a single legislative body, comprising eleven Councilors.

"The earth has got to be very shifty to get out of the grasp of a people equally at home on land and water." Thus wrote Thomas B. Reed, distinguished Speaker of the National House in his greetings to New Bedford for the city's semi-centennial of 1897. This referred to the transition from whaling to cotton manufacturing.

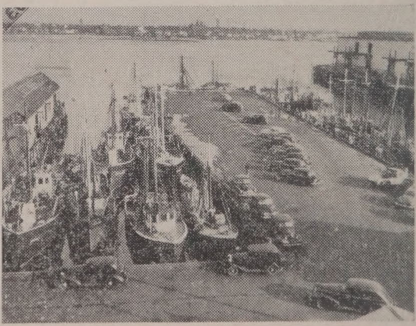
Samuel Rodman was the promoter of New Bedford's first mill for the manufacture of cotton cloth. It was in February, 1846, that a charter was granted to the New Bedford Steam Mill Company, and production began in November following. The plant was at the foot of Hillman Street. In 1849 the mill ran 7,500 spindles. Because of lack of sufficient capital operations were discontinued after five years. Meanwhile the Wamsutta Mills was incorporated in April, 1846, and began operations January 1, 1849. Today this is the oldest cotton textile enterprise in the city. The next plant, the Potomska, was not built until 1871. Several corporations were started in the 1880's, and others in the 1890's, in which decade there was an extensive land boom in the north and south ends, and the population expanded greatly. After the turn of the century eleven more mills were built, with construction ceasing in 1910.

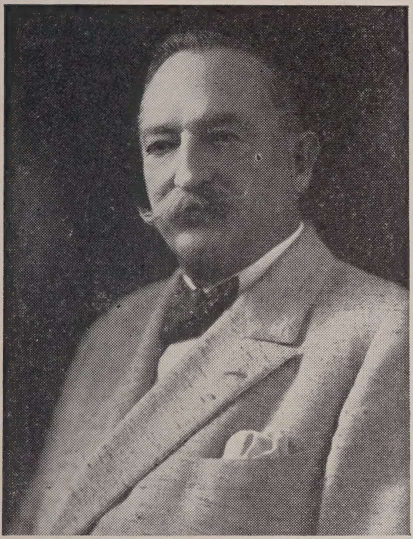
New Bedford became one of the largest producers of cotton yarns and textiles in the country, and led all centers in quality and quantity output of fine goods. About 1920, at the height of prosperity, there were twenty-eight cotton establishments, operating seventy mills and employing 41,380 workers. The population was then 121,217. The second World conflict, with its wartime demand for all sorts of goods, gave New Bedford textiles another period of prosperity which has continued to this date. Besides cotton manufactures New Bedford has been characterized for many years by large-scale factory operations in numerous lines of products.

New business enterprise has materialized by a return to the water, in the development of general fisheries. This probably started at the turn of the present century, although it was not until about 1938 that the local industry rose to prominence nationally. The financial returns are far in excess of those achieved during the height of the whaling era.

New Bedford fisheries, figuring investment and payrolls, constitute a $50,000,000 industry, which with its allied branches comprises about forty percent of the city's

New Bedford is fourth most important fishing port in the country in value of annual catch. Ninety million pounds of fish estimated at value of twelve million dollars were landed here in 1946.





Charles S. Ashley. His 37-year career in public office, 32 as mayor, was characterized by beneficial accomplishments for the public welfare.

economic structure. The wharves once more resound with activity.

Today New Bedford is the fourth most important port in the country in the value of its annual catch. In 1946 landings of nearly 90,000,000 pounds, with an estimated value of $12,000,000 were made here. Between 5,000 and 6,000 persons are employed. The fishing fleet has 208 vessels of more than five gross tons, of which 102 are over fifty gross tons. There are thirteen fish packing houses and eighteen filleting firms. A large fleet of trailer trucks makes daily deliveries to New York and points South and West. There is some activity in transport of fish by air, although at this time, such activity is experimental.

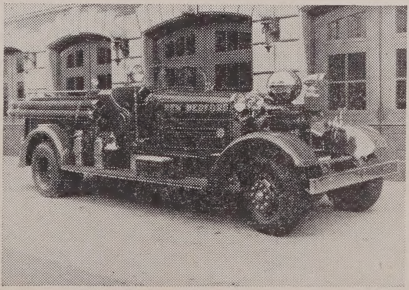
Large hauls, or mass production, in the fisheries have been made possible by the use of otter trawlers, or draggers. These boats go to Georges Bank and other grounds, even as far as Cape Sable. The average fishing trip covers ten days, whereas the length of the old-time whaling cruise was three or four years. The crews share in the high pecuniary returns. The catch consists principally of haddock, yellow tail flounders, pollock, and cod, with sea scallops and lobsters of extra large size. New Bedford is now the nation's leading supplier of sea scallops.

New Bedford is a cosmopolitan community. The diversity of nationalities represented here is a recognized accompaniment of the city's growth and prosperity, to every phase of which these voyagers from other lands and their posterity, as patriotic Americans, have contributed in no small measure.

The first racial infiltration was the coming of the colored people. Long prior to the Revolution slaves were owned in old Dartmouth and New Bedford, some of them held by wealthy Quakers. Liberation was urged by leaders of the sect, and before 1780, when slavery was abolished in Massachusetts, no slaves were known to be held by New England Friends.

It is not definitely known when members of this race began to flock to New Bedford in numbers. A supposition that most of the earlier comers were fugitive slaves is erroneous. There were free Negroes in some of the Southern States before the Civil War, and many of those from Virginia and the Carolinas came to this city.

This 1000-gallon pumper is typical of the up-to-date fire-fighting equipment owned by the city.

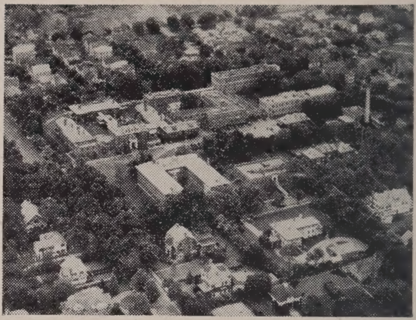


In the days of anti-slavery agitation the people of New Bedford showed a practical sympathy for fugitive slaves. The town was noted as one of the "stations" of the "underground railroad," which was not a railroad at all, but merely an undercover system, to provide refuge for fugitives. The most famous fugitive to settle in New Bedford was Frederick Douglass, noted Negro orator and leader, who lived here for a few years.

Although considerable migration from Ireland had taken place in the eighteenth century the exact period when members of this race began to settle in New Bedford is not known. About 1818 they were here in sufficient numbers to warrant conducting a Catholic Mission, and Rev. Philip Lariscy, an Augustinian priest, came to New Bedford for that purpose. Under his incentive a church, St. Mary's, was erected in 1820 on Allen Street, near the corner of the present Orchard Street, with Father Lariscy as pastor. In 1849 the former Universalist Church at Pleasant and School Streets, still standing, was purchased and occupied by St. Mary's parish. St. Lawrence Church, successor of these pioneer houses of worship, was finished and dedicated in 1870. Today New Bedford has twenty-one Catholic churches.

Visits by old-time American whalers to the Portuguese Islands in the eastern Atlantic, The Azores, Madeira, and Cape Verdes, resulted in the departure of groups of islanders to America. This was probably in the 1830's, or possibly even earlier. Settling in New Bedford the newcomers naturally found employment in the whale fishery, and not a few rose to the command of ships.

Migration continued over the years, and at times packet lines plied between the islands and this port. The Portuguese colony in the southern part of the city was known as Fayal. Many years after the first exodus groups from continental Portugal came here and located in the northern section. This was due to government changes in the homeland. For a number of years the Portuguese people were communicants of the first Catholic church here, St. Mary's, but desirous of having a house of worship of their own St. John the Baptist Church was projected and completed in 1875. It was the second Catholic parish in the city. At present the Portuguese people constitute the largest proportion of the city's population. They have five churches.



Air view of St. Luke's Hospital buildings in the west end. Highly-skilled staff and modern facilities have earned wide recognition.

French-speaking residents who came here from Canada for several years attended St. Lawrence Church, but finally were assigned to their own place of worship. The Church of the Sacred Heart, dedicated in 1877. They now have six churches.

Polish people began to flock to New Bedford around 1895. They were at first communicants of St. Kilian and Holy Rosary Churches, but in 1903 their own house of worship, Our Lady of Perpetual Help, was established. At present they have four churches.

German Jews are known to have been in New Bedford in the 1850's. Early migration of Jewish people from Russia to this city began about 1877. Before a place of worship was erected religious services were held in private homes. In the 1890's the site of the first Ahavath Achim synagogue on Howland Street was purchased and the synagogue was completed and dedicated in 1899. Today there are three Jewish Congregations, each worshipping in their own synagogue.

Other nationalities now represented in New Bedford include Italian, German, Syrian and Greek, each having one church, as well as English, Scotch, Swedish, Czechoslovakian, Spanish and Albanian.

Communication between the villages of New Bedford and Fairhaven was established by the construction of a toll bridge, via Fish and Popes Islands, in 1796. There was also for many years a ferry,

Early sailing packets and later a steamboat line furnished connection with Martha's Vineyard and Nantucket. At various periods there was direct steamboat service to New York.

Primitive land transportation was by stage coaches which ran to Boston, to Newport for connection with a boat to New York, and to other points. The Boston mail stage was routed through Fairhaven. The first railroad was opened in 1840, trains then running to Taunton and later to Boston, with establishment of a branch direct to Fall River in 1875. A trolley system to Fall River was started in 1894, and was replaced by buses in 1933.

In 1872 the New Bedford and Fairhaven Street Railway Company was incorporated. In 1887 it consolidated with the newer Acushnet Street Railway Company under the name of Union Street Railway Company. Trolley cars displaced horse cars in 1890, and buses were introduced in 1925. The trolley system was entirely discontinued in May, 1947, giving way to buses.

And now, starting its second hundred years as a city, New Bedford rejoices in the most modern form of transportation—airplane service. The Municipal Airport, with two runways each 5000 feet long, is located in the northwestern part of the city in an area bounded by Shawmut Avenue, Plainville Road and Mount Pleasant Street. It is about 400 acres in extent. Before the expansion of the original field was completed in 1943 seventy-seven buildings were removed or demolished, and a new section of Plainville Road was built. The entire outlay has been about $2,000,000. Daily passenger freight, and mail service to various points is maintained by the Northeast Airlines and the New England Central Airways. A flying school and air taxi service, Old Colony Aviation, Inc., is also established at the Municipal Airport.

Agitation for a Municipal Airport began about 1935. Great credit is due the New Bedford Aero Club for its influence in securing results. In 1939, the city made

Composite view of the waterfront, New Bedford-Fairhaven Bridge, and part of the fine harbor. The city has 10.13 miles of frontage on tidal water.

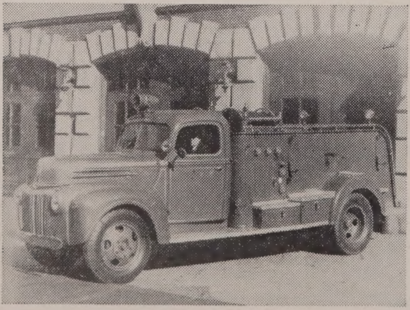
the first appropriation for taking of land. Work on the field was begun as a Works Progress Administration project in 1940, the national Government contributing its share towards the expense. The city gave the Government full use during World War II, and in 1942 an army bombing squadron was stationed there. A hangar, barracks and other buildings and the runways were installed by the War Department. Subsequently the Navy took over. During the current year the Airport has been turned back to the city, which agrees to release its maintenance at any time when national security is endangered. It is under charge of an Airport Commission appointed by the Mayor.

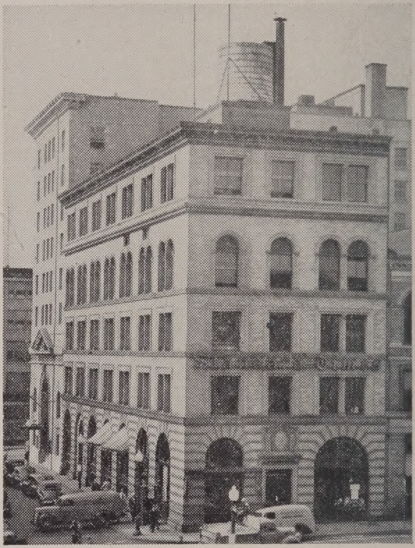
New Bedford Aviation, Inc., conducts a seaplane base at Clarks Cove, actually located just over the Dartmouth line. A flying school is maintained and there is also service with neighboring islands, especially Cuttyhunk.

The city water system was introduced in 1869. Since then many extensions and improvements have been made, new sources of supply have been tapped, and the system has been fully kept up to date.

New Bedford's fire department began its existence in 1772, when Joseph Rotch bought a hand fire engine built in London, which was named Independence, No. 1. From that time on the community has never been without fire-fighting apparatus. Over a long period the equipment consisted of hand engines, and there was great rivalry between the companies as to which should be first to get water on a blaze. The "best" men in town delighted "to run with the masheen." After a big waterfront fire in August, 1859, the most extensive in the city's history, covering several blocks, the first steam fire engine was purchased. In 1908 motorization of the department was begun, and was completed in 1917.

Another modern piece of fire-fighting equipment. Fog engine for extinguishing small fires quickly and effectively.





New Bedford's newspaper, the 97-year-old Standard-Times, has been witness and recorder of memorable events, as well as participant in progress of city.

New Bedford's first newspaper was The Medley, or New Bedford Marine Journal, appearing in November, 1792. Several other papers were published from time to time, the Weekly Mercury, later a morning daily, starting in August, 1807, and closing its long career in May, 1942. Edmund Anthony established the Evening Standard in February, 1850, E. Anthony

& Sons, Inc., later being proprietors. In 1902 the New Bedford Times was published, first as a Sunday paper and later as an afternoon daily. Basil Brewer became publisher of the Standard in 1931, and acquiring a major interest in E. Anthony & Sons, Inc., absorbed the Times in August, 1932. The paper is now issued as the Standard-Times, daily and Sunday. For a period the corporation also published the Mercury.

The Superior Court House at County and Court Streets was built in 1830-31.

The New Bedford Gas Company began the distribution of illuminating gas in February, 1853. Introduction of electric light took place in 1886.

St. Lukes Hospital was incorporated in 1884. It was first operated in a wooden structure on Fourth (now Purchase) Street, until finally established in its fine plant in the western part of the city.

The Free Public Library was created by a city ordinance of 1852. It had a backlog of the 5,000 volumes of the New Bedford Social Library, a private affair. The present Municipal Building, greatly changed, housed the Public Library from 1856 until 1910. A fire in the historic City Hall brought about reconstruction of the edifice for Library purposes in its present form. Robert C. Ingraham was the first librarian, serving from the start until his death, a period of nearly fifty years. There are now 236,000 volumes, including those in three branch libraries.

The first postoffice began to function in 1794, at the corner of Purchase and Union Streets. A telegraph line was established in 1847. The telephone was introduced in 1880.

Post Office Building, with New Bedford Hotel in background, is indicative of city's size and extent of its commercial and industrial importance.

The first city directory was published in 1836 by Henry H. Crapo, long a public official here, and subsequently Governor of Michigan.

The Common was the city's first and only playground for many years. During the 1890's the city acquired the lands that now constitute the park system and improved and beautified them. Brooklawn Park was the former home of Daniel Ricketson, local historian, and there he entertained many leading literary lights, including Emerson and Thoreau, his especial friends.

New Bedford's population today is about 115,000.

* * *

ARTHUR N. HARRIMAN

Mayor

THE CITY OF NEW BEDFORD, MASSACHUSETTS

THE CITY COUNCIL

J. Henry Quinn,
Councillor-at-Large
President

Councillors at Large

Thomas H. Margeson	Albion B. Stone
William B. Perry, Jr.	Raymond F. Williams

Ward Councillors

Ward 1	*Ward 4*
Ovila Fortin	George L. Nowell
Ward 2	*Ward 5*
Theophile Jean DesRoches	Joseph A. Sylvia, Jr.
Ward 3	*Ward 6*
Harold M. Pickett	Joseph D. Saulnier

Seated, left to right: William B. Perry, Jr., Ovila Fortin, J. Henry Quinn, Albion B. Stone, Harold M. Pickett. Standing: Joseph D. Saulnier, George L. Nowell, Raymond F. Williams, Theophile Jean DesRoches, Thomas Harry Margeson, Joseph A. Sylvia, Jr.

OFFICIALS

The City of New Bedford, Massachusetts

Mayor
Arthur N. Harriman

Executive Secretary to the Mayor
Raymond D. Markey

City Solicitor
Thomas M. Quinn

Assistant City Solicitor
George B. Goodman

City Treasurer and Collector of Taxes
William R. Freitas

City Auditor
Edward F. Nerbonne

Superintendent of Buildings and Inspector of Buildings
Frederick R. Ripley

City Clerk
Charles W. Deasy

Assistant City Clerk
Pauline C. Roberts

Clerk of Committees
Albert J. Moquin

Chief, Fire Department
Edward F. Dahill

Deputy Chief, Fire Department
Milton C. Andrews

Chief, Police Department
John W. Davies

Deputy Chief, Police Department
Raphael Pieraccini

Librarian
William T. O'Rourke

Commissioner of Public Works
Patrick J. Foley

Sealer of Weights and Measures
Roland Auger

Superintendent of Police Signal System
Walter E. Mont

Inspector of Wires
Walter E. Mont

Superintendent of Street Lights
Walter E. Mont

Superintendent of Parks
Thomas E. Halliwell

Superintendent of Public Works
Howard C. Mandell

Director of Department of Veterans Services
Andre C. LeBlanc

Chairman, Board of Public Welfare
William A. Higgins

Superintendent of Cemeteries
Walter F. Smith

Agent and Milk Inspector, Board of Health
Alphege A. Landreville

Supervisor of Custodians
Frank Francis

Board of Assessors
Eugene F. Phelan
Mary L. Finnell
Francis O. Quinn

Superintendent of Schools
W. Kenneth Burke

Director of Vocational High School
William R. Mackintosh

Airport Manager
William H. Sparrow

Superintendent of Garbage Disposal
Austin M. Thresher

Superintendent of City Infirmary
Robert R. Mercer

BOARDS AND COMMISSIONS

The City of New Bedford, Massachusetts

SCHOOL COMMITTEE

Mayor Arthur N. Harriman, *Chairman, ex-officio*
William E. Gifford, *Vice Chairman*
John T. Barrows, Jr.
Donat F. Fortin
W. Edward Metcalf
Thomas C. Moriarty
August C. Taveira

VOCATIONAL HIGH SCHOOL TRUSTEES

Joseph Dawson, Jr., *Chairman*
Elizabeth H. Best
Charles W. Fitzgerald
Mayor Arthur N. Harriman
Gustave Lamarche
John Lemos
Frank Sparling
William York
Stella E. Zielinski

WATER BOARD

Mayor Arthur N. Harriman, *President, ex-officio*
Harold E. Lawton
Albert Simmons
Walter F. Slocum
Michael Zajac

AIRPORT COMMISSION

Edward V. Lahey, *Chairman*
James A. Collins
Arthur A. Johnson
Ramon F. Lawrence

COMMISSION ON WHARVES

Frank S. Silvia, Jr., *Chairman*
Joseph Giusti
Eugene Jaworek
Hervey A. LaBonte
Hallet L. Rice

BOARD OF PARK COMMISSIONERS

J. Alfred Fredette, *Chairman*
John Anthony
George H. Cushing
Antone Mello
Stanislaw Smietana

BOARD OF HEALTH

James D. Watson, *Chairman*
H. Ernest Dionne
Dr. Manuel F. Souza

CEMETERY BOARD

William A. Brightman, *Chairman*
Robert Crompton, *Secretary*
Robert S. Weaver

REGISTRARS OF VOTERS

Leo F. Cormier (Dem.), *Chairman*
Charles W. Deasy (Rep.), *City Clerk, Clerk, ex-officio*
Anthony L. Armanetti (Dem.)
James W. Owen, Jr. (Rep.)
William J. Carter (Rep.), *Assistant Registrar*
Emma E. Medeiros (Dem.), *Assistant Registrar*

BOARD OF PUBLIC WELFARE

William A. Higgins, *Chairman*
Louis A. Cordeiro
Lionel B. LeDuc

FREE PUBLIC LIBRARY TRUSTEES

Mayor Arthur N. Harriman, *Chairman, ex-officio*
Roberta Barnet
Julia C. Gifford
Dr. Joseph Goulart
Carolyn Manning
Rt. Rev. Msgr. John F. McKeon
Rev. Linden H. White

RETIREMENT BOARD

Edward F. Nerbonne, *City Auditor, Chairman, ex-officio*
Paul R. Curry
Herbert A. Johnson

BOARD OF APPEALS

George O. Gardner, *Chairman*
Francis K. Collins
Leo Lemos
George E. Lilley
Coleman Lipman

LICENSING BOARD

William A. Payette, *Chairman*
Carl J. Collopy
Frank M. Martin

SINKING FUND COMMISSIONERS

Charles S. Kelley, Jr., *Chairman*
Albert P. Cunningham
Raymond McLeod

PLANNING BOARD

Mayor Arthur N. Harriman, *Chairman, ex-officio*
H. Ernest Dionne
Patrick J. Foley
Ovila Fortin
Antone Mello
Frederick R. Ripley
Albion B. Stone

ASSOCIATE MEMBERS, BOARD OF APPEALS

Clarence J. Davoll
Albert Loranger
Stephen D. Peirce

TRUSTEES OF BEQUESTS, GIFTS AND TRUST FUNDS

Harry C. Tripp, *Chairman*
Alan J. Campbell
Mary L. Soares

HOUSING AUTHORITY

Francis H. Murray, *Chairman*
Josephine T. Avila
Antonio England
Daniel S. Lowney
Francis O. Quinn

OTHER OFFICIALS

Burial Agent
Edward J. Macy

Inspector of Animals
Dr. Edward J. Welch

Labor Service Representative
William J. Carter

Superintendent of Bath Houses
William E. Foster

Dog Officer
Animal Rescue League

Fence Viewer
David M. Silva

Caretaker of Veterans' Graves
Walter F. Smith

Harbor Master
Bertram C. West

Veterans' Agent
William R. Freitas

City Physician
Dr. Aubrey J. Pothier

Physician to Well-Baby Clinic
Dr. Louis A. Perras

Oculist
Dr. Arthur L. Brunelle

Bacteriologist
Dr. Harold E. Perry

Chief of Venereal Disease Clinic
Dr. William W. Nelson

Chief of Tuberculosis Clinic
Dr. Maurice D. Kenler

Public Vaccinators
Dr. Ernesto A. Balla
Dr. Franklyn D. Berry
Dr. Harry F. Noyer

Medical Inspectors, Parochial Schools
Dr. Max Blum
Dr. Jacob Gennert

Chaplains of City Infirmary
Rev. Hugh A. Gallagher
Rev. Charles S. Thurber

Physicians to Board of Public Welfare
Dr. A. R. Amarantes
Dr. Joseph H. Gleason
Dr. Harold F. Goulston
Dr. James M. Howland
Dr. Clement J. Narcisse

GENERAL INFORMATION AND STATISTICS

The City of New Bedford, Massachusetts

Set off from Dartmouth	1787
Incorporated as a city	1847
Length of city	10.78 miles
Breadth of city (maximum)	3.1 miles

Highest point — 1250 feet north of Rockdale Avenue and Hathaway Road.

Elevation	181.50 feet

Geometrical center of city — Nash Road and Mount Pleasant Street.

Area — Land	12,235 acres		
Ponds	193 acres		
Land and Ponds		12,428 acres	19.41 sq. miles
Tidal water		8,457 acres	13.22 sq. miles
Total		20,885 acres	32.63 sq. miles

New Bedford Municipal Airport area	388.29 acres
Length of frontage on tidal waters	10.13 miles
Depth of main channel	30 ft. at low water
Average rise and fall of tide	3.66 feet
Population — Registrar of Voters estimate	110,658
Assessed valuation (1946)	$98,594,475
Assessed valuation per capita (1946)	$890.98
Accepted streets — Area 1,272 acres	218.52 miles
Bridges (3)	0.796 miles in New Bedford
Sewers	207.75 miles
Length of Intercepting Sewer:	
Outfall	0.626 miles
Interceptors	9.188 miles
16 Parks and 6 Public Playgrounds — Area	456.57 acres
40 School Buildings — Area of ground	73.76 acres
Water consumption — Total gallons consumed 1946	*5,199,208,602
Average daily consumption	*14,244,407
Gallons per day to each inhabitant	* 114
Number of Water Meters	* 17,610

*Includes population supplied in towns of Dartmouth and Acushnet — 2,527 taps, 10,310 consumers.

Enrollment of Pupils (1946)	PUBLIC SCHOOLS	
	High Schools	1,835
	Junior High Schools	1,717
	Elementary Schools	7,898
		11,450
	Vocational High School	715
	PAROCHIAL SCHOOLS	
	High Schools	568
	Elementary Schools	4,059
		4,627
	PRIVATE SCHOOLS	109

Trees (approximately) now shading city streets	9,415
Total number of Births recorded (1946)	2,709

(Males 1,388 — Females 1,321) Triplets—0 Twins—31 Stillbirths—77

Marriages (1946)	2,032
Deaths (1946)	1,477

(Males — 790 Females — 687)

NEW BEDFORD CENTENARY CORPORATION

Officers

President	Arthur N. Harriman
Vice-President	J. Henry Quinn
Vice-President	William B. Perry, Jr.
Treasurer	Mark M. Duff
Assistant Treasurer	James Perrin
Clerk	Flore Bouvier

Board of Directors

Fred D. Bonner
Flore Bouvier
Joseph P. Duchaine
John Duff, Jr.
Mark M. Duff
Thomas M. Greene
Arthur N. Harriman
Eugene Jaworek
Pella E. Lupo
Frank M. Martin
James W. Owen, Jr.
Lydia Pacheco
James Perrin
William B. Perry, Jr.
J. Henry Quinn
Solomon Rosenberg

100th ANNIVERSARY COMMITTEE

FISHER ABRAMSON
CLARENCE W. AREY

CAMILLE BARTHOLDI
HELENA S. BARTHOLO
HENRY A. BARTKIEWICZ
LILA BATES
EMIL BELLOTTI
FRED D. BONNER
FLORE BOUVIER
HAROLD S. BOWIE
BASIL BREWER

MARY S. CABRAL
JOSEPH F. CAMBRA
HERVE A. CARREAU
PORTIA C. CASEY
RAYMOND H. CHASE
ROMEO J. CHAUSSE
SUE CHIN
LOUIS H. COHOLAN
CARL J. COLLOPY
JOSEPH COUTO
CLIFFORD CROWLEY
JOHN D. CURRAN
JOHN T. CURRY, JR.

CHARLES E. DAVIS, JR.
J. A. DESAULNIERS
MANSOUR DOW
JOSEPH P. DUCHAINE
JOHN DUFF, JR.
MARK M. DUFF
EDWARD J. DUFFY

PAUL FAVOR
HARTLEY FELL
ANTONIO FERNANDES

HENRY P. GERO
JULIA C. GIFFORD
JOHN GIUSTI
RODOLPHE GODREAU
ALFRED J. GOMES
NARCIZO GOMES
WILLIAM H. GREAVES
THOMAS M. GREENE

MARGARET M. R. JACKSON
SERAPHINE P. JASON
EUGENE JAWOREK
ARTHUR A. JOHNSON

SAMUEL KAPLAN
CHARLES S. KELLEY, JR.
EDWARD J. KORONA
HENRY KULLAS

EDWARD V. LAHEY
GUSTAVE LAMARCHE
HENRY LANDREVILLE
ROBERT LINDSAY
ALBERT J. LORANGER
PELLA E. LUPO

WALTER S. MacPHAIL
JAMES H. MAHONEY, JR.
FRANK M. MARTIN
RT. REV. MSGR. JOHN F. McKEON
REV. JOSEPH W. MERCHANT
RICHARD V. MOLBY, JR.

ODORIC E. NERBONNE
EDMUND O'NEIL

C. DUDLEY ONLEY
LaFOREST E. OSBORNE
JAMES W. OWEN, JR.

LYDIA PACHECO
CARLOS C. PAGE
DR. UBALDE PAQUIN
HOMER J. PARENT
WILLIAM E. PARKER
ALBERT PARR
JUSTIN PERRY
ADJ. JOHN PICKUP
ERFORD W. POOLE

HALLET L. RICE
LLEWELLYN ROBERTS
JOAO R. ROCHA
SOLOMON ROSENBERG
MARGARET I. ROUSSEAU
HAROLD D. P. RYAN, JR.

EDWARD T. N. SADLER
DAVID J. SHURTLEFF
MORRIS SIMMS
SEABURY STANTON
FRED W. STEELE
STANLEY W. STERLING

ALFRED R. THACKERAY
WILLIAM H. TRIPP
MARY H. TURNER

GEORGE J. VIEGAS

MILDRED WAK
ELEANOR P. WALKER
IRENE WILES
CHARLES F. WING, JR.
RICHARD WRIGHT

JOSEPH L. XAVIER

ANNA ZAJAC
RABBI BERNARD H. ZISKIND

COMMITTEES

INVITATIONS

Mayor Arthur N. Harriman, *Chairman*
Basil Brewer
Joseph A. Desaulniers
Joao R. Rocha
Emil Szubzda

RECEPTION

Councillors:

J. Henry Quinn, *Chairman*
Theophile J. DesRoches
Ovila Fortin
Thomas Harry Margeson
George L. Nowell
William B. Perry, Jr.
Harold M. Pickett
Joseph D. Saulnier
Albion B. Stone
Joseph A. Sylvia, Jr.
Raymond F. Williams

FINANCE

Joseph P. Duchaine, *Chairman*
Fred D. Bonner
John Duff, Jr.
Thomas M. Greene
Solomon Rosenberg

MUSIC

Rodolphe Godreau, *Chairman*
Clarence W. Arey
Joseph Cambra
John T. Curry, Jr.
Edmond H. Desrosiers
Lucy Dias
Henry Kullas
B. Frank Michelson
Dr. Bess Parsons
Walter M. Wayland

DECORATIONS

Samuel Kaplan, *Chairman*
Romeo J. Chausse
Narcizo Gomes

COSTUMES AND STANDS

Mildred Wak, *Chairman*
Albert J. Loranger
Joseph L. Xavier

NAVY AND AIR ACTIVITIES

Homer J. Parent, *Chairman*
Richard J. Bielefeld
Thomas E. Halliwell
Francis I. Mahoney
J. Leo Munro
Alfred H. Saulnier
Lt. Comdr. Clifton Southworth

RELIGIOUS

Rt. Rev. Msgr. John F. McKeon, *Chairman*
Rev. Joseph W. Merchant
Adj. John Pickup
Rabbi Bernard H. Ziskind

BLOCK DANCING

William Beserosky, *Chairman*
James C. Bailey
Joseph Couto
Dr. Donald S. Dade
Charles E. Davis, Jr.
Margaret M. R. Jackson
Garrison L. Oliver
J. Henry Quinn
Adalberth S. Rozario
Irene Wiles
Members, William H. Carney Lodge

FOURTH OF JULY PARADE

Charles E. Davis, Jr., *Chairman*
Helena S. Bartholo
Frank S. Beatriz
Harold S. Bowie
Joseph Cambra
Herve A. Carreau
Raymond H. Chase
Sue Chin
Paul G. Covill
Mansour Dow
Edward J. Duffy
Sgt. John R. German
Seraphine P. Jason
Walter S. MacPhail
Capt. James C. McIver
Odoric E. Nerbonne
Carlos C. Page
Hallett L. Rice
Louis P. Roy
David J. Shurtleff
Seabury Santon
George J. Viegas
Charles F. Wing, Jr.
Anna Zajac

FIREWORKS

Edward V. Lahey, *Chairman*
Louis H. Coholan
James A. Collins
John D. Curran
Joseph P. Duchaine
Edmund O'Neil

DOLL CARRIAGE PARADE AND BABY CONTEST

Eleanor P. Walker, *Chairman*
Portia C. Casey
Mary H. Turner

COMMITTEES – continued

BALLOON PARADE

Edward T. N. Sadler, *Chairman*
Merle L. Ames
Henry A. Bartkiewicz
Leo F. Cormier
Stella Gonet
Jeremiah Kelleher
Valentine Labossiere
Richard V. Molby
C. Dudley Onley
Richard Wright

SPORTS

George Patzer, *Chairman*
Clifford Crowley
Winston S. Dodge
Henry P. Gero
Alfred J. Gomes
Dr. Ernest Greene
William R. Mackintosh
Llewellyn Roberts, Jr.
Harold D. P. Ryan, Jr.
Oliver G. Spooner

STUNTS

Hartley Fell, *Chairman*
Merle L. Ames
Carl Arneson
Mary S. Cabral
Carl J. Collopy
Paul Favor
Gil Ferreira
Edward H. Gifford
Frederick E. Kelley
Walter C. Martin
Robert H. Murdy
Oderic E. Nerbonne
Lester A. Slocum

HORRIBLES PARADE

Walter C. Martin, *Chairman*
William Brightman
Cornelius Connors
Dester D. Dubois
Edmund A. Ellis
Alphonse Lavimoniere
Louis Marcoux
John E. McDonald
Paul Merchant
Oderic E. Nerbonne
Joseph Richards
Henry Roberge
Walter Romanowski

ENTERTAINMENT

Stanley W. Sterling, *Chairman*
Camille Bartholdi
William H. Greaves
Henry Landreville

PRIZES

Margaret I. Rousseau, *Chairman*
Alfred G. Doyle
John Giusti
Edward J. Korona
Dr. J. Ubalde Paquin
Justin Perry

BUREAU OF INFORMATION

Alfred R. Thackeray, *Chairman*
LaForrest E. Osborne
Albert Parr
Isabel K. Winsper

OFFICIAL SOUVENIR BOOK

Fred W. Steele, *Chairman*
Fisher Abramson
Charles S. Kelley, Jr.
James H. Mahoney, Jr.
Robert Saltmarsh

RADIO

James M. Patt, *Chairman*
Lila Bates
Emil Bellotti

PUBLICITY

Earle D. Wilson, *Chairman*
Joseph J. Penler
Morris Simms

EXHIBITS (GENERAL COMMITTEE)

William T. O'Rourke, *Chairman*
Julia C. Gifford
Charles Golenpaul
Minerva F. Maxfield
Robert Saltmarsh
Frank Vera
Caroline S. Villela

Veteran Fire Apparatus Exhibit

George C. Hewins, *Chairman*
Harold P. Baldwin
Edmund E. Bean
Walter T. Besse
Edward H. Gifford
Saul Goldberg
Frank J. Nicklas

COMMITTEES – continued

Industrial Exposition

Hyman L. Mohel, *Chairman*
Philip Barnet
Arthur A. Johnson
Gustave La Marche
Robert Lindsay
Francis J. Murphy
Raphael Mutterperl
Edmund O'Neil
A. G. Patterson
Paul Senft

New Bedford Imprints Exhibit

Marion H. Bonner, *Chairman*
William M. Emery
Cooper Gaw
Claire N. Riley
William A. Wing

Friends' Literature Exhibit and Tableaux

Alice H. Tripp, *Chairman*
Charles G. Akin
Elizabeth Foster
Agnes E. Howland
Alice Howland Macomber
Edward L. Macomber
Frederic H. Taber
Thomas A. Tripp
William A. Wing

Whaling and Historical Exhibit

William H. Tripp, *Chairman*
Albert N. Alderson
Erford W. Poole
Rev. Charles S. Thurber

Art Exhibit

Ernest J. Caron, Jr., *Chairman*
Thomas Akin
Clifford W. Ashley
Frank Bento
Florence W. Borden
Robert Brooks
John Chase
John H. Clifford
Mary Grace Deschenes
Herve Goulet
Robert Leatherbarrow
Rita Morris
Dorothy S. Robbins
Julia Wood

Hanging Committee

Clarence De Montigny, *Chairman*
Harold Kenworthy
Lillian Modesto
Ernest E. Pettengill
Thomas P. Scott
Rosa T. Silva
Raymond Whittaker

Jury Committee

Paul P. Vancini, *Chairman*
Francisco Rapoza
Louis Sylvia

Judges

Albert N. Alderson, *Chairman*
Flore Bouvier
G. Gerrett Schuler
William H. Tripp
William A. Wing

Reception Committee

Esther W. Livesley, *Chairman*
Amy F. Baker
Gertrude Brown
Pauline L. Burghardt
Stella Caouette
William Carmo
Theodosia Chase
Benjamin De Piro
Irene Dugdale
Doris Gautreau
Lorraine Gautreau
Lucy A. Holmes
Leah Johnson
Shirley Anne Jourdain
Anthony Pacheco
Lorraine R. Pelletier
Mary Phelan
Annetta Pina
William W. Rich
Herbert Souli
Ruth H. Taber

OFFICIAL PROGRAM

Centennial Celebration — The City of New Bedford
Sunday, June 29 to Saturday, July 5, 1947, inclusive

SUNDAY, JUNE 29

CHURCH DAY — *Rt. Rev. Msgr. John F. McKeon, Chairman*

Thanksgiving services in all the churches

MONDAY, JUNE 30

GOVERNOR'S DAY

1.00 P.M. *BASEBALL GAME* —

George Patzer, Chairman

Fall River Indians vs. Greater New Bedford All Stars at Buttonwood Park

4.30 P.M. *CEREMONIES AT BUTTONWOOD PARK*

Rodolphe Godreau, Chairman

Concert — Clarence W. Arey, Director

Choir Sing

Welcome by Honorable Arthur N. Harriman, Mayor of the City of New Bedford

Address by His Excellency Robert F. Bradford, Governor of The Commonwealth of Massachusetts

Community Sing

8.00 P.M. *CENTENNIAL TABLEAU* —

presented by pupils of Parker Street School at the Cook School Auditorium

TUESDAY, JULY 1

CHILDREN'S DAY

10.00 A.M. *DOLL CARRIAGE AND BABY CONTESTS –*

Mrs. Clinton I. Walker, Chairman
at Buttonwood Park

Judges: *Doll Carriage Contest* – Mrs. William R. Freitas, Mrs. Laura Ricard, Mrs. Dorothy R. Martin, Mrs. Gwendolyn Bonner Clements, Mrs. Vasco A. Villela

Judges: *Baby Contest* – Miss M. Grace Ross, Miss Isabel Fitzgerald, Dr. Louis A. Perras

1.00 P.M. *BALLOON PARADE –*

Edward T. N. Sadler, Chairman

Parade Route: from the Common, south on Pleasant Street, west on Union Street, north on Rockdale Avenue, west on Court Street to Barnard Monument in Buttonwood Park

Judges: Clarence W. Arey, John Handy, Colonel Quintin S. Lander

8.00 P.M. *FRIENDS' TABLEAU –*

Miss Alice H. Tripp, Chairman

at Cook School Auditorium

WEDNESDAY, JULY 2

NAVY DAY

10.00 A.M. *U.S.S. WILLIAM R. RUSH –*

Open for inspection – State Pier

Homer J. Parent, Chairman

3.00 P.M. *DEDICATION OF PLAQUE – U.S.S. NEW BEDFORD*
Free Public Library

8.00 P.M. *AMATEUR BOXING BOUTS –*
George Patzer, Chairman
at Sargent Field

THURSDAY, JULY 3

INDUSTRIAL EXPOSITION AND EXHIBITS DAY

William T. O'Rourke, General Chairman

Industrial Exposition

Hyman L. Mohel, Chairman

at New Bedford State Armory

Monday: 7.00 P.M. to 9.00 P.M. (Fashion Show by Cherry & Co. at 8.00 P.M.)

Tuesday, Wednesday, Thursday and Saturday (not open July 4): 2.00 P.M. to 10.00 P.M.

Art Exhibit — "New Bedford, Old and New"

Ernest J. Caron, Jr., Chairman

at Free Public Library, upper floor

Monday through Saturday: 9.00 A.M. to 9.00 P.M.

Whaling and Historical Exhibit

William H. Tripp, Chairman

at Old Dartmouth Historical Society and Whaling Museum

Sunday: 2.00 P.M. to 5.00 P.M.

Monday to Saturday (not open July 4):
9.00 A.M. to 5.00 P.M.

No admission charge during Centennial Week

Friends' Literature Exhibit and Tableaux

Alice H. Tripp, Chairman

at Free Public Library, main floor

Monday through Saturday: 9.00 A.M. to 9.00 P.M.

New Bedford Imprints Exhibit

Marion H. Bonner, Chairman

at Free Public Library, Ingraham Hall

Monday through Saturday: 9.00 A.M. to 9.00 P.M.

Veteran Fireman's Apparatus Exhibit

George C. Hewins, Chairman

at New Bedford Veteran Fireman's Association,
Foster and High Streets

Sunday through Saturday: 9.00 A.M. to 9.00 P.M.

No admission charge

Exhibition of Dolls

Loaned by Mrs. John D. Manseau, 30 Durfee Street

at Free Public Library

1.00 P.M. *PARADE OF CITY EQUIPMENT –*

George E. Swansey, Jr., Chairman

6.00 P.M. *HORRIBLES PARADE* –

Walter C. Martin, Chairman

Parade Route: from North and Pleasant Streets, south on Pleasant Street, west on Union Street, north on Rockdale Avenue, west on Court Street to Buttonwood Park

Parade will be reviewed on Pleasant Street at the Municipal Building, and prizes will be awarded at Buttonwood Park

BEARD CONTEST AWARDS – to be made at conclusion of Horribles Parade at Buttonwood Park

---

FRIDAY, JULY 4

VETERANS' DAY

1.00 P.M. *FOURTH OF JULY PARADE* –

Charles E. Davis, Jr., Chairman

Parade Route: from Parker and County Streets, south on County Street, west on Hawthorn Street, north on Rockdale Avenue to Kempton Street.

Parade to be reviewed at Buttonwood Park

9.00 P.M. *FIREWORKS* –

Edward V. Lahey, Chairman

at Sargent Field
Brooklawn Park
Victory Park
(Identical displays at each location)

SATURDAY, JULY 5

OLD HOME DAY

2.00 P.M. *RADIO BROADCAST* –

James Patt, Chairman

A coast-to-coast radio broadcast originating from the stage of the New Bedford High School Auditorium

7.30 P.M. *BLOCK DANCING* –

William Beserosky, Chairman

Norman A. Doninger, Assistant Chairman

Downtown: Pleasant Street, between William and Elm Streets

Margaret M. R. Jackson, Chairman

West End: Cedar Street, between Kempton and Middle Streets

Garrison L. Oliver, Chairman

North End: Ashley Boulevard between Query and Glennon Streets

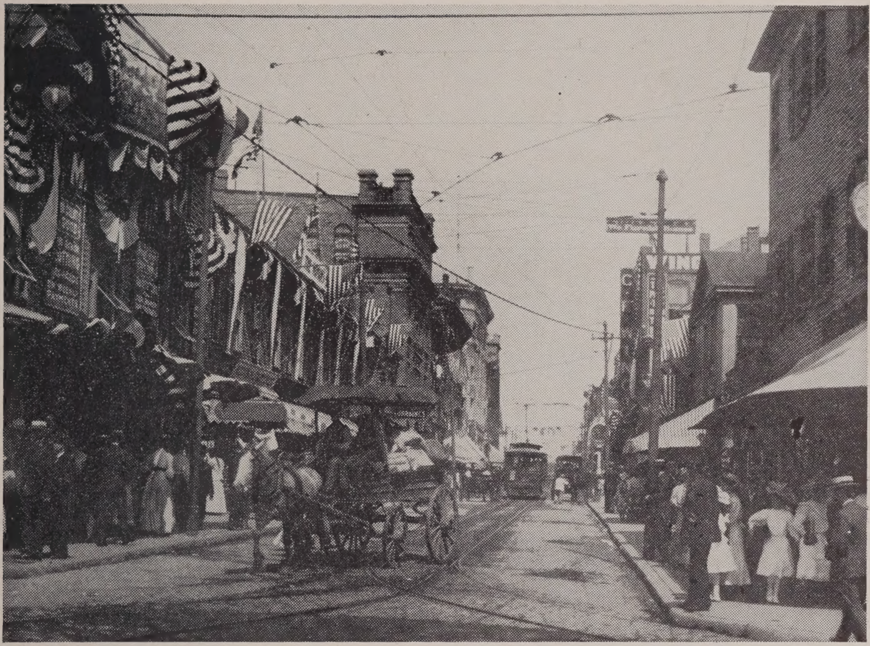
Irene Wiles, Chairman

South End: West Rodney French Boulevard, between Grit and George Streets.

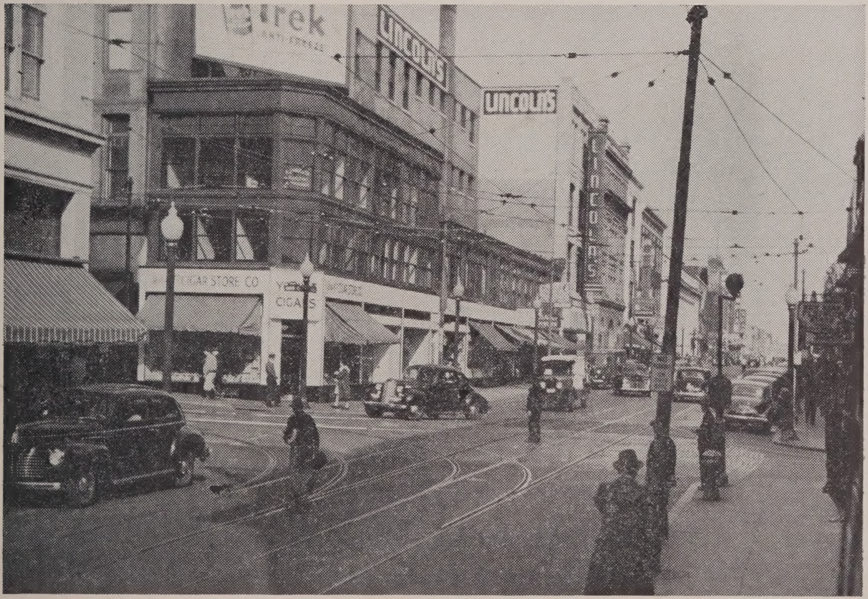
Joseph Couto, Chairman

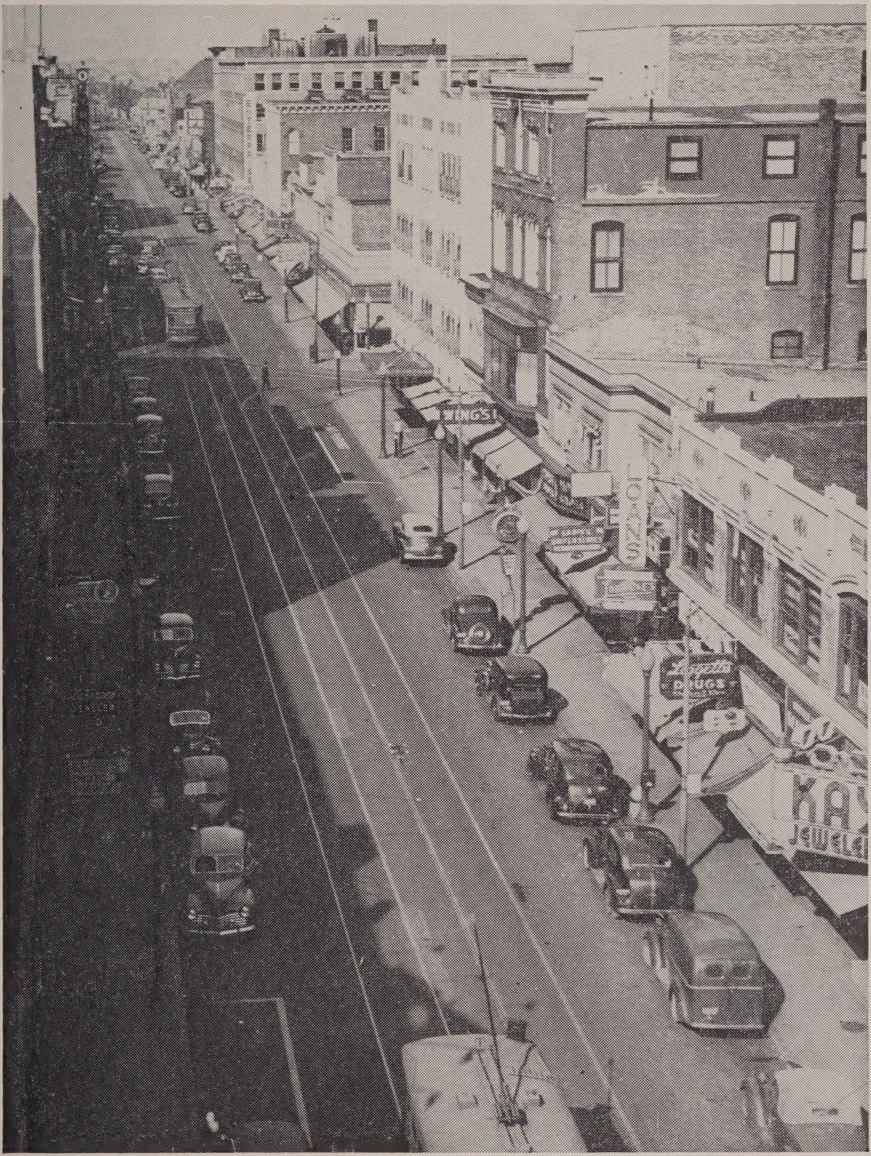
South Center: Cannon Street, between Second Street and Acushnet Avenue

Adalberth S. Rozario, Chairman



(Above) Purchase Street, looking north from Union Street, 40 years ago, in 1907, during celebration of Old Home Week. (Below) View of same intersection taken in recent years.


Trek
LINCOLN'S
LINCOLN'S
CIGAR STORE CO
CIGARS



(Above) General view of Purchase Street looking north. This is the heart of New Bedford's downtown shopping center. Trolley cars have been replaced by busses, and rails have been covered by new pavement since this photograph was taken.

(Opposite, top) View of Pleasant Street. (Bottom) Buttonwood Park scene. The city's park system is extensive and affords recreational facilities for young and old alike.

The true history of a city lies not merely in the recitation of facts of its origin, its government, its events and personalities. It must include the story of commercial and industrial enterprise in order to be complete. Thus, the pages that follow are devoted to leading industrial, commercial and service enterprises in the city of New Bedford. It is through their cooperation that publication of this Official Souvenir Book was made possible.

Together with the historical sketch in the beginning of this book, the statements of many of these organizations serve to complete New Bedford's Story.

Some of these enterprises, thriving long before New Bedford was incorporated, provided the basis for the city's steady growth. All of them, however, both old and new, emphasize the opportunities the city has offered in the past, the present status of New Bedford, and the continued rich store of opportunities our city holds for the future.

The Standard-Times

1850 - 1947

FOR ALL BUT THREE years of the century during which New Bedford has written a notable record of accomplishment, The Standard-Times has been not only a witness of memorable events, but a participant in them. . . . As the City has grown, The Standard-Times has grown with it. . . . As problems have arisen, The Standard-Times has helped to solve them. . . . The history of a century of great changes, of vicissitudes and New Bedford's triumph over them has been written in the columns of this newspaper. . . . Progress in all fields making for betterment of the community has been matched by growth in The Standard-Times' services — furnishing information on matters of local, national and worldwide importance, and the vigorous support of measures that promote the general welfare . . . NOW, with New Bedford, The Standard-Times looks back over its past to derive fresh inspiration for continued progress in the future.

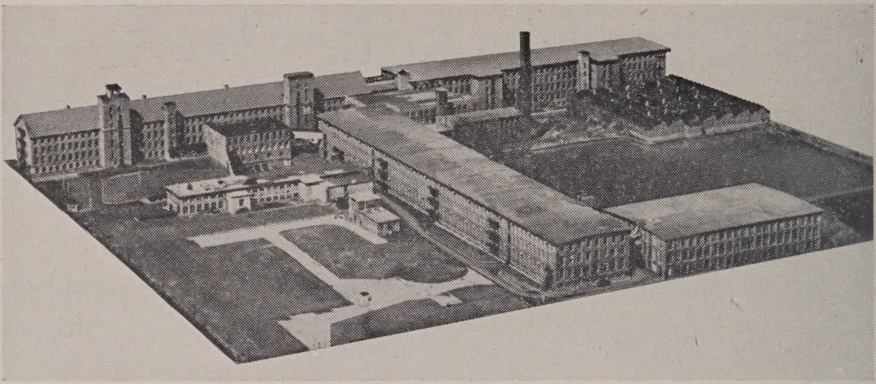
NEWS While It Is News — The Associated Press, United Press, International News Service.

WIREPHOTOS — Associated Press Pictures flashed by radio and telephone from all parts of the world.

. . . and, to complement these services,

RADIO STATIONS

WNBH	**WFMR**
AM (Amplitude Modulation)	FM (Frequency Modulation)
On the Air Since 1921	Inaugurated Dec. 9, 1946



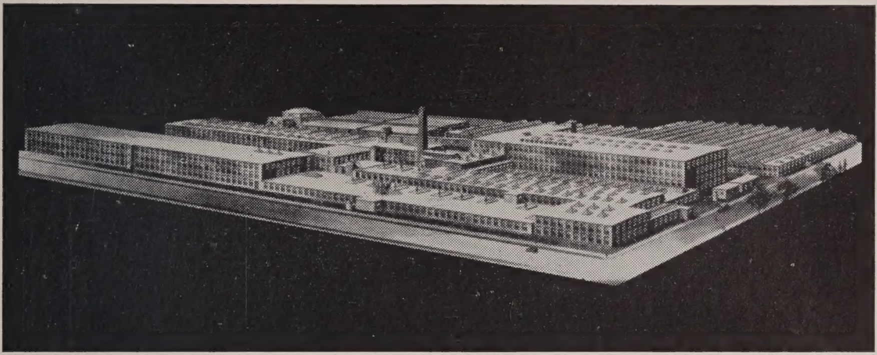
WAMSUTTA *of* New Bedford

One hundred years ago, although the pursuit of the whale was to play a vital part in the City's history for at least another generation, the halcyon days of whaling were drawing to a close. A few foresighted New Bedford men realized that the new City had but one string to its bow — oil. They reasoned that a manufacturing business, such as a successful cotton mill, would diversify New Bedford interests . . . help fortify the City against the uncertainties of the oil market.

Thus it was that June 9, 1847 saw the first stockholders' meeting of the new Wamsutta Mills, chartered the year before by the Great and General Court of the Commonwealth of Massachusetts on petition of Cap'n Abe Howland. Joseph Grinnell was elected chairman, Thomas Bennett, Jr., secretary. All present realized they were embarking on a new and hazardous commercial voyage. Few probably dreamed that they were also laying the foundations upon which the future growth and prosperity of New Bedford were destined to rest.

The century which has since elapsed has seen spectacular achievements develop from that unspectacular meeting. Encouraged by the success of Wamsutta Mills, similar manufacturing enterprises were launched with increased frequency in New Bedford throughout the last half of the 19th century, until today our City is one of the great textile centers of the nation and the world. Always, Wamsutta Mills was in the van, refining its products, perfecting new techniques and processes, searching ever for ways to improve the goods it was shipping to ever wider markets.

Today, Wamsutta of New Bedford celebrates with the City one hundred years of growth and progress. It looks back over the years with modest pride, as it considers the role it played in helping make modern New Bedford the great city it is. At the same time, it looks forward to the future with renewed faith — faith in its products . . . faith in all the loyal people of Wamsutta, whose pride and interest have made its name synonymous with "The Finest of Cottons" . . . and above all, faith in the future of the City of New Bedford, as it embarks on its second resultful century.



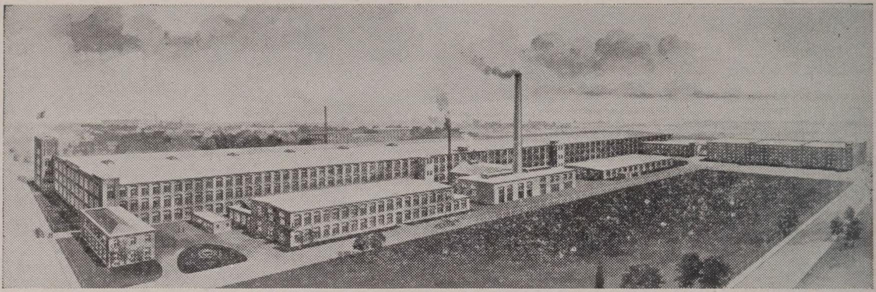
HATHAWAY MANUFACTURING COMPANY

Whaling Port . . . Back in 1847, New Bedford was a sea-dominated community of some sixteen thousand rugged New Englanders. Those were the colorful days of the full-rigged clipper ships . . . of the huge whaling vessels . . . when the cry of "thar she blows" brought wealth and fame to the town's inhabitants. In 1847, already the greatest whaling port in the world, New Bedford was incorporated as a city . . . began charting her course . . . and sailing ahead with the steady pull of an ocean breeze.

Thriving City . . . Today's New Bedford is a flourishing city climbing toward a new population peak of over a quarter-million people in the metropolitan area. Linked with the world by air, sea and land . . . New Bedford is a commercial, industrial and shipping center whose manufactured goods have won world-wide recognition . . . a busy shopping crossroads that attracts hundreds of thousands of residents and tourists . . . a progressive-minded city and county seat whose educational, cultural and recreational facilities are keyed to present day needs.

Coming Metropolis . . . Tomorrow's New Bedford is already in the making: a modern, active city, forward-looking in planning and spirit alike . . . a fine place in which to live and to work. Let us look to a bigger, better New Bedford, with faith in its future and confidence that the next hundred years may bring peace, prosperity and plenty.

Looking Ahead at Hathaway . . . Already well-known as one of the most modern textile mills in the country, the Hathaway Manufacturing Company is now in the midst of a two-million dollar program of improvement and expansion that will keep Hathaway in the front ranks of the textile world. This expenditure is an expression of confidence in the great textile future of the Company and the City of New Bedford.



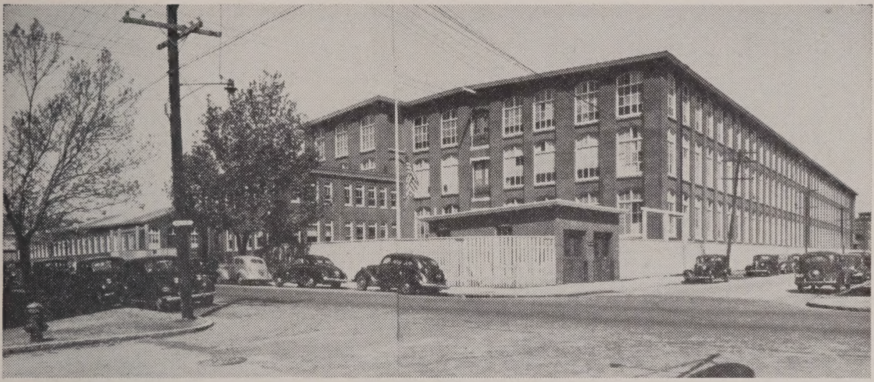
NAUSHON MILLS, INC.

Naushon Mills, Inc. commenced operations in New Bedford in 1938. The plant is located on Cove Street in the south end of the city and the equipment includes 60,000 cotton spindles and 800 looms devoted to the manufacture of fine combed cotton goods. The average employment is from 800 to 1,000 persons with a yearly payroll of over $1,500,000.

During the war years Naushon applied its entire facilities to the production of insect netting, uniform twills and combed yarns for the armed forces.

Returning to peace-time production, the mill is now engaged in the manufacture of fine cotton marquisettes for curtains, dress fabrics and combed yarn. It is being equipped with the most modern machinery as fast as obtainable and the management looks forward with confidence to the future of fine cotton textile production in New Bedford — always the backbone of the city's industrial production.

Philip H. See, President and Treasurer
Thomas S. Baines, Assistant Treasurer
Albert V. Wilmot, General Superintendent
Eldon H. Hopkins, Assistant Superintendent
Lewis C. Hayes, Assistant Superintendent



THE SOULE MILL

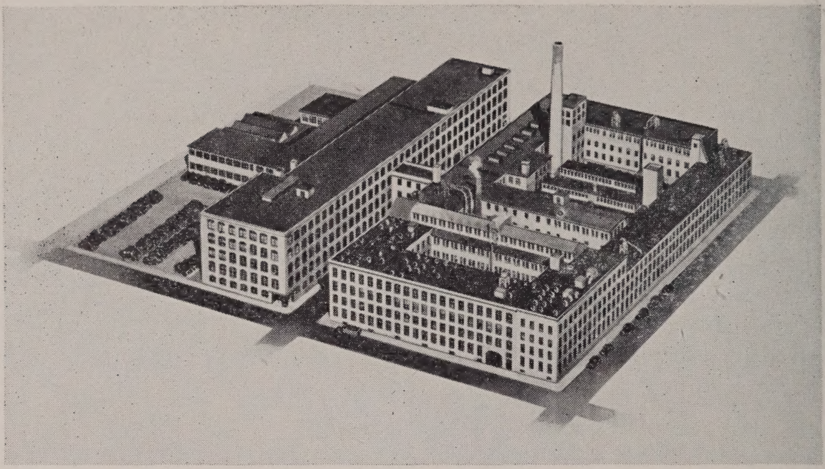
With Rufus A. Soule, for whom the mill was named, as its first President, the Soule Mill was incorporated Feb. 14, 1901. Manufacturing operations began in 1902. The plant was erected on the waterfront in the northern section of New Bedford. During the hurricane of September, 1938, both the spinning mill and the weave shed were badly damaged by wind and water, and a week later the former structure, with all equipment and stock, was destroyed by a fire of undetermined origin. But the management was far from disheartened by these appalling blows, and purchase of the unused Neild Mill plant on Nash Road, to house all departments required for operations, followed in March, 1939. With this move came the sale of the original weave shed. Then the capital stock, which stood at $1,260,000, was reduced to $600,000, by decreasing the number of shares from 12,600 of $100 par value to 10,000 shares of $60 par value each.

The wisdom of this course has been amply justified by the profitable existence the enterprise has enjoyed. The mill has recovered from the effects of the disasters of 1938.

Its products includes fine cottons, quality rayons, fibre blends and glass yarn fabrication, in which the Soule was a pioneer. During World War II the plant was an outstanding producer of this fire resisting material for government uses, a fabric which undoubtedly played an important though little publicized part in the winning of the war. Other textures woven by the mill are utilized for fine dress goods and shirtings.

The mill operates 54,000 spindles and 1,200 looms. About 1,000 workers are employed.

Following Mr. Soule the Presidents of the corporation have been William M. Butler, John Duff and John Duff, Jr. Fred L. Doyle is Treasurer and Wright Bolton, Jr., is Agent and General Manager. The Board of Directors comprises John Duff, Jr., Fred L. Doyle, Mark M. Duff, Edward H. Cook, John D. Kenney, John F. Glennon, and Wright Bolton, Jr.



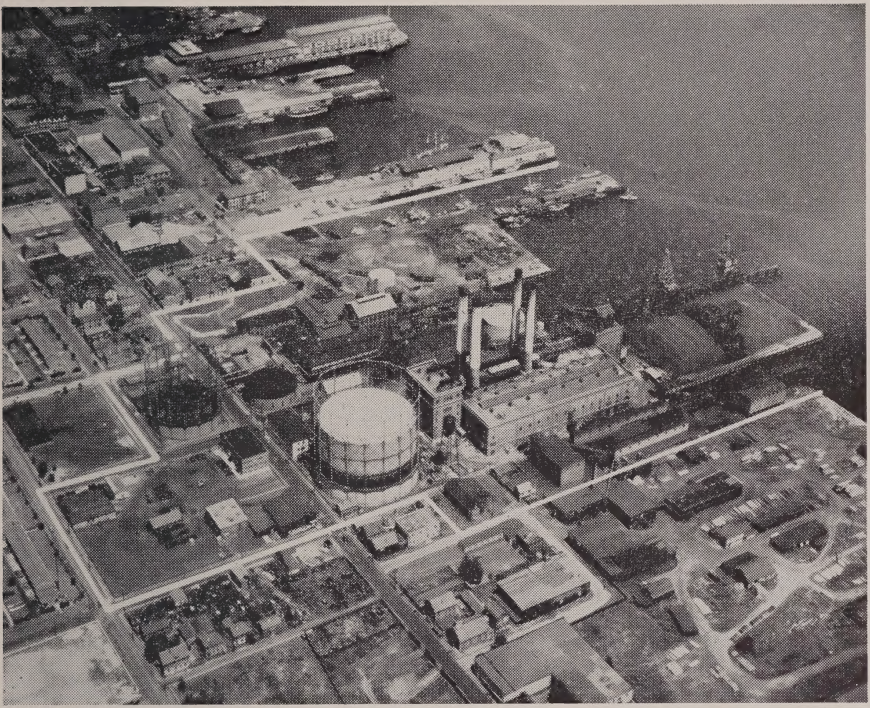
MORSE TWIST DRILL & MACHINE CO.

In 1861 Stephen A. Morse conceived the idea of manufacturing his famous drill and started an experimental shop at East Bridgewater. In 1863 Mr. Morse had so perfected his idea that he was able to secure a patent. Unable to procure sufficient capital in East Bridgewater, he interested New Bedford men with the result that he moved his shop to this city where a new two-story building was erected for him.

Since then the company expanded until at the present time it covers two entire blocks.

While the manufacture of twist drills was the primary object of the company, it did from time to time take up the manufacture of various tools and machinery which are directly associated with drills in their use, so that today it is the leading manufacturer of a complete line of cutting tools such as Drills, Reamers, Cutters, End Mills, Taps, Dies, Sockets, Sleeves, Centers, Countersinks and Counterbores. They also manufacture Tungsten Carbide Tipped tools which are the latest development in the art of metal cutting.

Morse Tools are distributed in all the principal countries of the world, carrying the name of New Bedford, Massachusetts with them.



NEW BEDFORD GAS AND EDISON LIGHT COMPANY

In 1850 the charter was granted for the New Bedford Gas Light Company, and in 1853 the first gas service was made available to the community, a service which has continued in unbroken succession to the present day.

Next, in 1883 the New Bedford Electric Light Company was founded for the principal purpose of supplying "Westinghouse Arcs" for street lighting. This company was purchased by the Gas Company in 1888. Meanwhile, in 1884 the Edison Electric Illuminating Company of New Bedford was organized. In 1890, the companies were consolidated and the New Bedford Gas and Edison Light Company was formed with George R. Stetson as the first President and Charles R. Price as the first Treasurer.

The New Bedford Gas and Edison Light Company has grown steadily since its inception, and today serves over 37,000 customers with gas and over 47,000 customers with electricity. Continuous efforts are made by the Company to maintain its services at a high level and to adopt technological improvements as they become available to the industry.

The main office of the New Bedford Gas and Edison Light Company is at the corner of Purchase and Spring Streets and the gas and electric plants are at the foot of Coffin Street.

JOHN I. PAULDING, INC.

Previous to 1910 the plant had started the manufacture of sealing wax and at that time was generally known as the "Wax Factory" under the ownership of Mr. C. S. Knowles who later became interested in the manufacture of Electrical Wiring Devices.

In 1910 John I. Paulding, Gustaf A. Johnson, Arthur A. Johnson, Walter B. Nelson and C. Alfred Johnson first became connected with the manufacture of Wiring Devices.

These five men took over the ownership and management of the factory in 1914.

The company was incorporated in 1919, the officers at that time being Gustaf A. Johnson, President and General Manager, John I. Paulding, Treasurer, and Arthur A. Johnson, Clerk. The Directors were the above and C. Alfred Johnson, Walter Clark, Charles F. Joerres, and Henry A. Leger.

From an entire working personnel of twenty persons in 1914, the corporation has expanded through the years to today when it employs normally over 1,000 persons.

Until 1928, the corporation was engaged primarily in the manufacture of Electrical Wiring Devices using purchased porcelain. That year, it branched out, building its own pottery department for the manufacture of porcelain parts. In 1939, extensive equipment was added including a Bakelite molding plant.

These two additions made John I. Paulding, Inc., one of the most complete and independent Wiring Device manufacturing plants in the country.

During World War II the company's entire production was used by or through the War Agencies.

The Products are sold exclusively through electrical distributors nationally and by export. The Paulding package, a modern and distinctive red and white carton is well-known to users throughout the world.

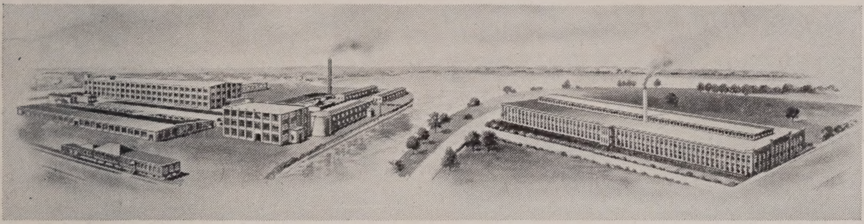
The corporation has sales offices and warehouses in all principal cities.

It maintains its own laboratories to spot-check and test samples of its product under the direction and approval of the Underwriters Laboratories, Inc.

The John I. Paulding, Inc. plant is on Kings Highway near the Municipal Airport, in the northwest section of New Bedford.

Many persons employed by the corporation have been with it since it was established in 1914.

Officials of the company at the present time are Arthur A. Johnson, President; Gustaf A. Johnson, Treasurer and General Manager; and C. Alfred Johnson, Vice-President and Clerk. The Board of Directors are the above and Ruth J. Nelson, Ralph M. Cohen, Emory E. Wallace, John Duxbury, Adolph R. Johnson, and Napoleon Bourgeois.



ACUSHNET PROCESS COMPANY

The history of the Acushnet Process Company is a record of resourcefulness, faith in the American system of free enterprise and confidence in this community. Six times during this company's existence, economic changes have depressed its market. Yet each time its facilities were adroitly adapted to a new process or product.

Organized in 1910 to remove impurities from Mexican rubber, the company purchased a 20′x70′ building and started business with a very small capital. Soon after, the Mexican Revolution stopped rubber importation, and the plant changed its processes to handle rubber from the Malayan Peninsula.

A severe drop in the rubber market necessitated another processing change to reclaim unvulcanized factory scraps, but as that market continued to recede, the company was again forced to seek a new type of business. Equipment was installed to manufacture Water Bottles, Bathing Caps, etc., and the company expanded until 1930 when a world-wide depression retarded business.

In 1932 part of the plant was equipped to make golf balls. This business increased to the point where it required the entire building, and another plant was acquired across the river for rubber goods production.

During World War II, natural rubber for golf ball production was completely restricted. Again the company adapted its rubber goods equipment to the manufacture of synthetic rubber parts and products for war needs. Before the war ended, five "E" awards were presented to the company for its efficient, patriotic contribution.

When Japan surrendered, war products were no longer needed, and the company had to readapt its facilities in expectation of peacetime production, but materials for post war products needed by the public continued to be scarce. Today, the Acushnet Process Company again confidently looks forward beyond troubled times to another future of prosperity for the community.

Acushnet
PROCESS COMPANY

NEW BEDFORD STORAGE WAREHOUSE COMPANY

NEW BEDFORD STORAGE WAREHOUSE CO
TERMINAL STORES

Immediate and long-range needs of the growing city, and the entire Southeastern Massachusetts area, were recognized in May 1910 when a group of public-spirited, far-sighted citizens organized the New Bedford Storage Warehouse Company.

Growth of the city since, and two major wars in one generation, have heightened the company's reputation as a community asset and institution. It owns and operates 400,000 square feet of space in the modern Terminal Stores on the harbor front, and the north end North Stores. During World War II, 800,000 square feet were operated, additional space having been leased.

Storage of cotton, wool and related fibres insures a continual stream of raw materials to the city's textile industry; household goods storage serves individuals; and general merchandise storage serves mercantile and varied industrial firms.

From its inception, the Warehouse has been an indispensible institution. Facilities equal or exceed those in many larger cities. Service is attuned to constantly-changing economic conditions. Charies Mitchell is president and Howard C. Dyer, treasurer and manager. These together with Morgan Butler, Frederic H. Taber and Andrew W. Macy are directors of the company.

NEW BEDFORD RAYON COMPANY

Incorporated in 1928, the New Bedford Rayon Company started operations the following year. It produces rayon weaving and knitting yarns.

This comparatively new material is produced artificially. It is a cellulose made from fine wood pulp mixed with chemicals and put through mechanical processes, and because it is a mechanical-chemical simulation of the silkworm's method of producing silk fibre, special spinning methods, quite unlike the cotton yarn spinning process, are used.

High-purity water is a most important element in the manufacture of rayon, and this requirement necessitates the use of special water-purification equipment.

The company maintains a laboratory where technicians are engaged in both quality control and original research.

Rayon is used in clothing, draperies, automobile tires, and has many other uses.

Control of the manufacturing process is so delicately adjusted that the Spinning, Fabrication and Washing departments must be kept operating continuously except for semi-annual stoppages for repairs, overhauling and renewal of equipment.

The company employs several hundred specially trained persons.

REVERE COPPER AND BRASS INCORPORATED

1801 - 1947

Only twelve years after George Washington's inauguration as first President of the United States of America, Paul Revere founded the company that today still bears his name and upholds the traditions of craftsmanship he originally established. Even today, the great grandson of the founder, Edward H. R. Revere, is on the corporation's board of directors.

Although the famous hero of Revolutionary times is most commonly associated with the historic "midnight ride," the records reveal other equally famous, if unsung, firsts.

Paul Revere obtained the first government loan on record. With it he built the first copper rolling mill in the United States. The first copper rolled by Paul Revere was used to resheathe the famous frigate "Constitution" or "Old Ironsides."

The mill, built on the shore of the Neponset River near Boston, prospered along with the young Republic. The market for its fine copper and brass products expanded rapidly.

By Civil War days there were three companies manufacturing copper and brass products in direct and keen competition with each other. These were the Revere Copper Company, the Taunton Copper Manufacturing Company and the New Bedford Copper Company. In the year 1900 all three were merged and operations eventually consolidated in New Bedford as the single Massachusetts unit of the company.

It is interesting to note that Revere shifted into war production five times in its one hundred and forty-six years. Each time it has contributed new products and skills acquired in the interim peace years. Each time it has emerged with war-acquired skills, aiding in reconstruction and contributing in no small measure to better peacetime living.

Normal peacetime production of the New Bedford Division includes copper printing rollers, copper-base alloy plates for heat exchangers and condensers, brass strip for jewelry, watches, clocks and hundreds of other commercial and consumer uses, as well as copper, brass and bronze in many other forms to meet industrial requirements.

In celebrating its 146th birthday concurrently with New Bedford's 100th, Revere is ever mindful of the part its hundreds of New Bedford workers have had in its growth. The company's record is indicative of what may be expected during the city's second hundred years.

FISK CORD MILLS

Textile Division of United States Rubber Company

In operation since 1917 when it was under another name, Fisk Cord Mills were acquired by the Fisk Rubber Company in December 1924.

In January 1940, Fisk became a part of the United States Rubber Company, and the Fisk Mills became an important unit of the Textile Division. In fact, it is one of the larger tire cord units in the country.

Principal function of the Fisk Mills is to provide cotton and rayon tire cord for use in the manufacture of the famous U. S. and Fisk Tires. In addition, the Textile Division produces new-type yarns and fabrics with utilitarian and decorative qualities not available in conventional materials. For example, Asbeston, a fire resistant, pliable material is used in combination with fibreglass or treated textile fibres for ironing board covers, dish towels and for drapes, because of its fireproof as well as decorative qualities.

Such new products, and more to come, are indicative of the work of this organization, the continued job opportunities offered, and the company's prospective contribution to New Bedford's prosperity in its second hundred years.

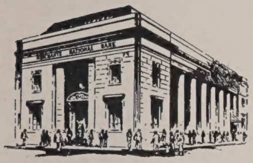
NEW BEDFORD TEXTILE CO.

The New Bedford Textile Co., incorporated in 1910, keeping abreast with the many changes in manufacturing, has continually added to its equipment the latest in modern machinery to meet the demands for improved products. It recently has put into operation equipment for making the new up-to-date Covered Rubber Thread.

This firm, now 37 years old, manufactures high quality specialties used by well known Cotton, Woolen, Worsted and Knitting Mills throughout the United States and Canada. Included are Cotton Rope, Mill Bandings, Tubular Braids, Double Loop Bands. The Covered Rubber Thread is used in such consumer products as ankle socks, bathing suits, surgical goods, corsets, girdles and other garments, to cite a few.

The New Bedford Textile Co., through the years, has expanded and developed as the City has grown. The plant is in the north west section of the City. Seth J. Besse is its President and Charles R. Gidley is Treasurer.

THE MERCHANTS NATIONAL BANK



1825 First home of The Merchants National Bank of New Bedford was in the south half of the building still standing next to the Old Dartmouth Historical Society on Water Street. The Bank opened for business September 1, 1825 with a capital of $150,000, "having the requisite amount of gold and silver in its vault of $75,000." Resources $208,393.17.

1835 First building and second home was on Water Street opposite the lower end of William Street, now occupied by the Registry of Motor Vehicles. Resources $827,644.47.

1894 Second building and third home, corner of William and Purchase Street. Site of present bank building and former site of Liberty Hall. "The decision of the Bank to move uptown and abandon the banking center on Water St., which had been the Wall Street and business center of New Bedford for over a century, caused a convulsion among the business men of the city. The rapidity with which big business deserted Water St., and followed The Merchants Bank uptown was startling." Resources $2,557,043.14.

1916 Third building and present home, William and Purchase Streets. The widening of Purchase St., meant partial demolition and disorganization of the bank establishment, which was at that time the finest bank and office building in the city. Instead of undertaking to adapt a mutilated building, the directors with the vision of a greater city and a greater bank decided to build a new building. Resources $6,726,954.78.

1924 Two branch offices established for the convenience of customers. One at the northwest corner of Acushnet Ave. and Coffin Ave., and the other at the corner of So. Water St. and Morton Court. In 1934 the south branch was moved to its present location, 1027 So. Water Street. Resources $13,419,417.67.

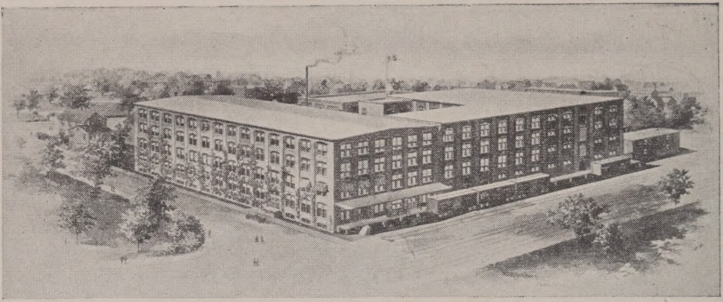
1945 The exterior and interior of more than one-half of the street floor of The Merchants National Bank Office Building on William Street completely remodeled and made available for banking purposes. Resources $40,151,486.69.

With every modern banking service, the Merchants National Bank will continue its policy of anticipating and meeting the financial and banking needs of the community.

The MERCHANTS
National BANK

Member Federal Deposit Insurance Corporation

NORTH BRANCH	EST.	SOUTH BRANCH
1501 Acushnet Ave.	1825	1027 So. Water St.



HILL & CUTLER CO.

Dealers in cotton mill by-products for domestic and export use, Hill & Cutler Co. was founded 91 years ago, in 1856, in Boston, by Cyrus Hill and Samuel Newton Cutler. Later, the company was operated by the sons of the founders, who were succeeded by competent operators in this line of business. It serves cotton mills in the Southeastern Massachusetts area.

The modern plant adjacent to the Pearl Street depot was erected in 1912. The company has survived fluctuating conditions in the textile field through skillful management, and looks forward to unprecedented need for its service in this area for many years to come.

HOOSAC MILLS CORPORATION, New Bedford Division

Among the largest producers of colored yarn shirtings, the Hoosac Mills Corporation, New Bedford Division, manufactures combed oxfords, colored yarn shirtings and colored yarn dress goods. The New Bedford plant has 1,350 looms, 66,000 spindles and 163 cards in its extensive modern equipment.

Employee-management relations at the plant are exceptionally pleasant. The company's personnel record is remarkable. Numbered among its 1,100 employees are many who have been regularly employed there since the company commenced operations in New Bedford 38 years ago, in 1909.

There are several instances where every member of the family is working at Hoosac. The employee record includes 11 who have been with the company 35 years or more, 10 for 30 years, 23 for 25 years, 33 for 20 years, 46 for 15 years, 200 for 10 years and 177 for 5 years. The company is justly proud of this outstanding achievement.

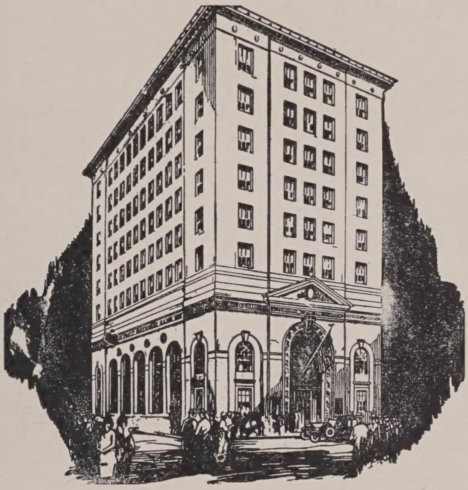
Morgan Butler is president of the Hoosac Mills Corporation and Harold D. Slocum, Agent.

Selling Agents for the corporation are Butler, Prentice and Company, Inc., of New York City.

Hoosac Mills Corporation is an integral part of New Bedford.

THE FIRST NATIONAL BANK

1832 - 1947



When New Bedford was a Whaling City . . . the present First National Bank was The Marine Bank . . . Later as the city engaged in the textile and other industries, The First National changed with it, serving these new types of business, and yet, even today on the books of the bank may be found the names of many of New Bedford's present marine enterprises.

The First National Bank has served the city in many generations. It contributed to placing New Bedford first in the whaling, candle and oil industry and it played a leading part in establishing New Bedford first among the cities of the United States in the manufacture of cotton goods. It has demonstrated its ability to adapt itself to changing conditions, to prosperity and emergencies, and it stands as in the past, a bulwark against stress, a support to progress, and a mainstay to aid the industries and individuals of the community it has served for over a century.

Offering every banking facility for the development of the community and its people, The First National Bank is rounding out over a century (115 years) of banking service to the people of New Bedford. Truly, it can be said, "We have grown together."

NEW BEDFORD CORDAGE COMPANY

Incorporated a year before New Bedford obtained its charter as a city, the New Bedford Cordage Company had been in operation five years previously, starting in 1842, as an informal group of ship owners and captains. This group made rope for use upon its own vessels. It was incorporated February 2, 1846.

By that time, the idea had been so successful that other ship owners and captains sought to buy the surplus stock. The first meeting of the corporation was on April 2, 1846.

It is interesting to note that the company today still occupies its first site, "up on the hill" at Court and Ash Streets. Many of the present stockholders are descendants of the first officers of the company.

Many types of rope are produced, including a complete line of hard fibre ropes. Rope for fishing, towing and practically every marine requirement, specially constructed oilfield cordage, and rope for farm, industry and construction purposes are made.

Ability to manufacture good rope has been passed from generation to generation, always with contemporary improvement in equipment, material and technique.

GOODYEAR FABRIC CORPORATION

Subsidiary of Goodyear Tire and Rubber Company

Goodyear has operated in New Bedford since 1924, except for a period between 1938 and 1941. Originally producing cotton fabric for use in the famous Goodyear tires, the plant has been devoted exclusively to production of essential rubber products since 1941.

Change-over to rubber was made in time to help supply the armed forces with huge quantities of barrage balloons, life rafts, airplane fuel cells of the self-sealing type and other unusual rubber products.

Immediately after V-J Day, Goodyear swung into an extensive re-conversion program which is rapidly nearing completion with the installation of more than a million dollars worth of machinery and equipment, enabling the plant to increase its production so that all bicycle tires and tubes manufactured by Goodyear will soon be produced in New Bedford.

Other products are repair materials for automobile tires and tubes, and blankets for printing and lithography presses. A Goodyear retail store, where consumer products are available, is located at 822 Pleasant Street.

Goodyear's conversion program holds promise of more employment opportunities for New Bedford, wider recognition of the city's rightful place in the industrial world, and subsequent prosperity for all in the years ahead.

NEW BEDFORD FIVE CENTS SAVINGS BANK

1855 - 1947

Let the door of this bank open for you

In nearly a century of banking service the New Bedford Five Cents Savings Bank has gone through some trying financial periods that affected not only the city but the entire country, taking them all in stride, and today is in a strong financial position with a surplus of over $4,700,000.

Complete banking facilities are open to all, backed by an experienced board of officers and trustees, men of integrity and standing in the community.

791 Purchase Street

92 YEARS OF UNINTERRUPTED DIVIDEND RECORD

ZEITZ THEATRES

Zeitz Theatres, "Home of the World's Best Pictures," include the State, New Bedford and Empire Theatres in New Bedford; the Civic Theatre, Portland, Me.; the Paramount Theatre, Newport, R. I., and the Academy Theatre in Fall River. Harry Zeitz is president; Fisher Zeitz, managing director, and Morton Zeitz, treasurer.

The New Bedford Theatre was one of the first 50 of the 15,000 theatres in America to install talking motion pictures. Preceding such installations in both Boston and Providence, that at The New Bedford Theatre was the third in New England.

The first talking picture was a short introducing Will H. Hayes, followed by "The Jazz Singer," featuring Al Jolson.

In New Bedford, the Empire Theatre seats 1,800; the State Theatre, 1,708 and the New Bedford Theatre, oldest in the city, 1,400.

Head office of Zeitz Theatres is in the State Theatre Building, New Bedford. The chain includes Ho-Zi, Inc., the New Bedford Amusement Company, Inc., the Zeiterion Realty Corporation, the Herschel Amusement Company, Inc., the Zeitz Theatres of Rhode Island, Inc., and the Zeitz Theatres of Fall River, Inc.

NASH RECLAIMING COMPANY

The history of the Nash Reclaiming Company is not an unusual one. It is the oft-repeated story of a shoe-string beginning and successful growth. It is an example of American opportunity offered to each and every one of us, in this country.

Nash Reclaiming Company started in 1934 with a borrowed capital of $50.00 in an old shack at Lund's Corner containing about 500 square feet of floor space. The company bought and sold wiping rags, waste paper and scrap iron.

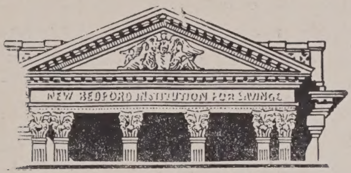
After a heart-breaking struggle of two post-depression years, the business expanded and required larger quarters. These were found in a former whale oil refinery on South Water Street. From then on progress was rapid.

In addition to its regular interests, the company has helped to develop many new industries in New Bedford which now employ several hundred persons. Hyman Krivoff is president and treasurer.

The Company hopes to continue to grow and develop with the rest of New Bedford.

NEW BEDFORD INSTITUTION FOR SAVINGS

1825 - 1947


NEW BEDFORD INSTITUTION FOR SAVINGS

On the 16th day of June in the Year 1825 . . . John Quincy Adams, being President of the United States, His Excellency, the Governor of the Commonwealth of Massachusetts, Levi Lincoln, affixed his signature in approval to an Act of the General Court incorporating thirty-one associates as "The New Bedford Institution for Savings."

From this humble start 122 Years Ago, in the then village of Bedford, Massachusetts, (population 5,239 inhabitants) has grown the present banking institution at Union & Purchase Street, with its 3 branch offices — North: 1601 Acushnet Avenue; South: 8 Rodney French Boulevard; Southwest: 425 Rivet Street, — over a century of service to the people of this community.

First deposit was made by Rhoda E. Wood of Fairhaven August 15, 1825.

First statement of the Treasurer showed 145 depositors with an aggregate deposit of $13,051.

New Bedford,	83	Depositors	$4,070.
Fairhaven,	32	"	4,834.
Dartmouth,	7	"	473.
Westport,	8	"	1,366.
Rochester,	9	"	1,422.
Nantucket,	4	"	686.
Taunton,	1	"	100.
Chilmark,	1	"	100.
	145	"	$13,051.

Today, there are over 55,000 accounts with total deposits of over $53,000,000.

AEROVOX CORPORATION

Co-incidentally with New Bedford's centennial celebration, Aerovox Corporation celebrates its twenty-fifth anniversary. Previously in Brooklyn, where the company had grown in a decade and a half to become one of the leading capacitor manufacturers, Aerovox chose New Bedford because of traditional New England craftsmanship quite as well as the availability of ideal factory space under one roof for expanding activities. Moving such a vast plant over two hundred miles and training hundreds of new workers with little break in production schedules proved an industrial achievement of high order.

Aerovox makes capacitors, or condensers. These are components essential to radio, electronic and electrical equipment. During the war Aerovox products and production were recognized as outstanding by several Army-Navy "E" and other meritorious awards.

Reconversion from war to peace took place without loss of time or earnings by Aerovox personnel. The company has always made the same product — prewar, war, postwar. Its product is in steady demand throughout the year. Fully concentrated here with its sole giant plant, general offices, officials and executive staff, Aerovox is another of New Bedford's world-renowned industries.

A. FREEDMAN & SONS, INC.

The shoe manufacturing firm of A. Freedman & Sons, Inc. was established in 1918. The management personnel are A. J. Freedman, H. S. Freedman and M. Alter.

During the war a total of approximately 1,000,000 pairs of shoes were made for the Army and the Navy. A considerable part of this war production was supplied to the Navy for its "island-hopping" campaign in the Pacific, and in preparation for the then-projected invasion of Japan.

Freedman shoes are styled and built for men and boys. They are sold nationally, mostly through retail distributors.

Despite fluctuations and vicissitudes encountered generally in the shoe industry in recent postwar years, the combination of modern production methods and aggressive merchandising and sales effort has been responsible for the fairly steady production levels this firm has maintained.

UNION STREET RAILWAY COMPANY

1872 - 1947

1872: New Bedford & Fairhaven Street Railway Company incorporated (horse car line). **1874**: Main line in New Bedford extended to Washington Square. **1877**: Main line extended to Rockland St. **1880**: Main line extended to Rivet St., thereby giving service from Purchase and Logan Sts. to Fourth and Rivet Sts.

1882: New line up Union St. through Sixth, Elm, Summer Sts. to Parker St. **1884**: New line on Kempton St. from Summer to Jenny Lind Sts. **1885**: Acushnet St. Ry. Company formed (horse car line). Nash Road on Acushnet Avenue to Bedford, Green, Allen and Dartmouth Sts. to Rural Cemetery. **1886**: Acushnet St. Ry. Company new line on Union St. through Ash St. and on Cedar St. to Durfee St.

1887: Union Street Railway Company, incorporated. The two horse car companies were consolidated into one company. **1890**: First electric car — Mount Pleasant line. **1893**: Dartmouth St. line extended to Rockdale Avenue. **1894**: Dartmouth & Westport St. Ry. Co. incorporated (trolley car service between New Bedford and Fall River). Lincoln Park built. **1895**: Fairhaven line converted to trolley cars. **1897**: Weld St. Repair Shop constructed. **1898**: Dartmouth St. line extended to Padanaram. **1899**: Tracks laid on North Front St.

1900: Company's small Power Plant enlarged. First eight-wheel trolley cars placed in service. **1902**: Pope's Island Car Barn built. Electric express service established. Double track built by the Dartmouth & Westport St. Ry. Co. **1905**: Waiting Station and Office built at corner of William and Purchase Sts. **1907**: East addition to Pope's Island Car Barn built. Arnold St. line built, service to Tremont St. **1908**: Summer St. line extended to Clark St. **1910**: Arnold St. line extended to Rotch St. Union and Dartmouth & Westport Companies consolidated. Work started on new Purchase St. Car Station.

1911: Rivet St. line built. Summer St. line extended from Clark St. to Sawyer St. and Belleville Avenue. **1912**: Arnold St. line extended from Rotch St. to Allen and Brigham Sts. **1915**: Rails laid on Kempton St. from Summer to Purchase Sts. **1916**: Double tracks laid on main line from Butler St. to Fort Rodman.

1917: United States at war. First prepayment trolley cars placed in service. **1918**: New power plant built. **1920**: Franklin Delano Roosevelt speaks at Lincoln Park. **1921**: Electric Express service discontinued.

1922: 50th Anniversary of Company celebrated. **1923**: Prepayment system, all lines. First bus line (route: terminus of North Fairhaven car line, north to Parting Ways, Acushnet, west by Lunds Corner to Acushnet R.R. station). **1925**: Bus service between New Bedford, Fall River, Providence started by Company. **1926**: First one-man trolley car (Rivet St. line).

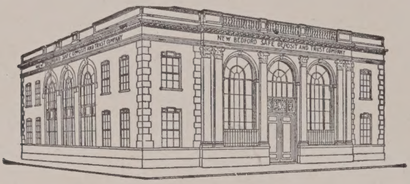
1929: Middle St. Bus Terminal built. Company starts taxi service. West End bus line starts operation. **1930**: Modern trolley cars purchased and placed on Purchase St. line. Complete local system one-man operation. Waiting Station moved from Purchase and William Sts. to Purchase and Middle Sts. **1932**: Bus service discontinued west of Lund's Corner.

1933: Busses replace trolleys on New Bedford-Fall River Line. **1934**: Busses replace trolleys on Sassaquin Line. **1935**: Busses replace trolleys on Padanaram line and line extended to Town Hall. West End bus line extended on Rockdale Avenue from Allen St. to Dartmouth St. Crapo St. bus line replaces Rivet St. trolley line and line extended to Rockdale Avenue and Dartmouth St. Busses replace trolleys on Mattapoisett line.

1936: Busses replace trolleys on Fairhaven line. **1938**: Allen-Arnold busses replace Arnold St. trolley line, with new service on Allen and Cottage Sts. Busses replace trolleys on Mt. Pleasant line, with new service on Shawmut Avenue and Highland St. **1939**: Busses replace trolleys on Dartmouth St. line. **1940**: Busses replace trolleys on North Fairhaven line. Busses replace trolleys on Summer St. line, with new service across Coggeshall St. Bridge.

1941: United States at war. **1942**: Company places in operation its first large Diesel busses. **1942**: Office of Defense Transportation places ban on further substitution of busses for trolleys because of the war. **1943**: Company operates under many wartime restrictions. **1944**: Shortages experienced in equipment, materials and manpower. **1945**: Clark's Cove Bus line and Hathaway Road Bus line service inaugurated. **1946**: Busses replace trolleys on Kempton St.-Lincoln Park lines. Ashley Boulevard Bus line starts. **1947**: Trolley service discontinued on Purchase St. line. All-Bus operation started May 4, 1947. New Bedford-Taunton Bus line service inaugurated May 25, 1947.

THE SAFE DEPOSIT NATIONAL BANK


NEW BEDFORD SAFE DEPOSIT AND TRUST COMPANY

Fifty years ago the Safe Deposit National Bank (then the New Bedford Safe Deposit & Trust Co.) with total assets of $870,000., was located at the corner of William and Acushnet Avenue. In 1922 it absorbed the Textile Trust Company, acquiring the branch bank now operated at the corner of Acushnet Avenue and Sawyer Street. In the past fifty years the bank's assets have increased to $18,000,000.00. Since 1924, the main bank has been located at the corner of William and Pleasant streets. William S. Cook, President.

TUCKER, ANTHONY & CO.

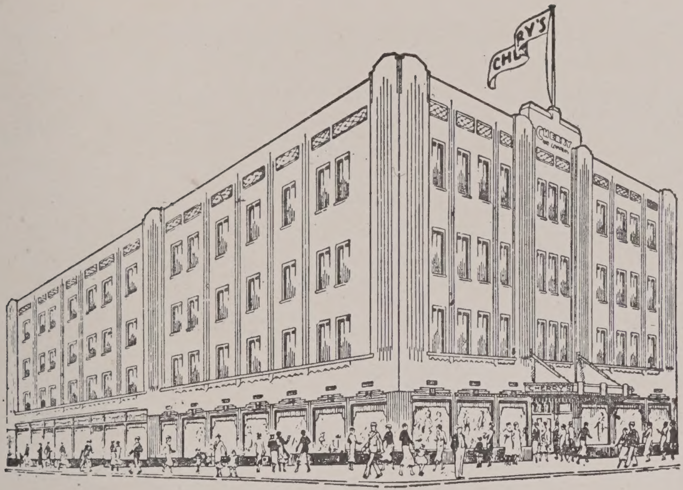
The firm of Tucker, Anthony & Co. is a member of the New York Stock Exchange, the New York Curb Exchange and the Boston Stock Exchange. It conducts a general investment business in listed and unlisted securities. In addition to its commission business the firm acts as underwriter and distributor of municipal, public utility and industrial issues.

Founded on May 1, 1892 by the late William A. Tucker and S. Reed Anthony, the firm's first office was opened on State Street, Boston, with membership in the Boston Stock Exchange. Nine years later it acquired a seat on the New York Stock Exchange and opened a New York Office.

The New Bedford Office was opened in March 1908 and was located at 555 Pleasant Street for thirty-two years. In 1940 it moved to present quarters at 20 Market Street.

Tucker, Anthony & Co. celebrated its Fiftieth Anniversary on May 1, 1942. Shortly thereafter it absorbed the business of Burr, Gannett & Company, one of the oldest Boston financial houses.

Theodore H. Rice has been Manager since 1924.



CHERRY & CO.

New Bedford's now largest Fashion store was founded nearly half a century ago, 1898 to be exact.

From a modest beginning — a small one-story affair with 3500 square feet of space, adjacent to the present site, the store was enlarged from time to time. As our fine city grew and became the leading textile city of New England, so too, Cherry & Co. prospered and became a landmark of Fashion in southern New England. Through wars and panics, depressions and booms, Cherry & Co. has steadily adhered to its original policy of Fashion-right, Quality-right, Priced-right merchandise and Superior service.

The present modern building at Purchase and William Streets was completed and opened in October 1931. Five large floors, occupying about 70,000 square feet of space given over to the selling of ultra fine Furs—Apparel and Accessories for infants, children, juniors, misses and women.

Even to-day the spirit of its founders is carried on by a second generation in a new modernization and remodeling program, planned in keeping with the latest trends of modern retailing. It is concrete evidence of our unerring faith in the future growth and continued prosperity of New Bedford and its staunch citizens.

Cherry & Co.

FUR HOUSE OF SIDNEY

The first store in New Bedford devoted exclusively to furs, the Fur House of Sidney was established here in 1914 in one room in the Winslow Building. It expanded to three rooms as the quality of its merchandise and service became known. Local residents then found it unnecessary to go to Boston for their furs.

As the business increased, the store was moved in 1925 to 252 Union Street, its present location. Both the workrooms and an extensive cold storage are there.

The Fur House of Sidney handles ready-to-wear and custom-made furs. Also cleaning, restyling and repairing of old furs are done under the same roof.

Former New Bedford residents now living as far away as Texas and California ship their furs to the Fur House of Sidney for storage or repairs, year after year, a testimonial to its service.

C. F. CUSHING & SON

Exactly 70 years ago, with his savings of only $300 earned as a chore boy, millworker, and in a short-lived whaling career, Charles F. Cushing founded a harness shop at Pleasant and William Streets.

His first customer was Jonathan Bourne who had ordered a light driving harness. Soon after delivering that order, the quality of material and craftsmanship having been so outstanding, both the name 'Cushing' and the word 'leather' became interchangeable—and so remain today—to residents of the New Bedford area. The success of the business was assured.

By 1880, three years later, fourteen men devoted exclusively to harness-making were employed by Mr. Cushing. Meanwhile, trunks and bags had been added to the line. In 1897, the business having prospered greatly, the attractive brick building in which the establishment is still located, at 586 Pleasant Street, was erected.

Charles Cushing foresaw the decline of harness-making with the advent of motor vehicles. By the time he retired in 1921 and his son, the late George H. Cushing became proprietor, the store had acquired an equally great reputation for the finest in trunks, bags, and leather goods.

Leather goods repairing in the same traditions of fine craftsmanship created by Charles Cushing is carried on today in the basement workshop. Mrs. George H. Cushing, with 37 years' experience in the store, fully familiar with the ideals and mechandising sense of the founder and his son, manages the firm.

STAR STORE

Founded in 1898, just after the City of New Bedford reached the half-century mark, The Star Store has grown with the city and enjoyed the friendship and patronage of many generations of New Bedford's people.

We are proud of our city and of our own particular place in its life — the retailing of the finest merchandise New Bedford people need.

Star Store

NEW BEDFORD
MASSACHUSETTS

HUTCHINSON'S BOOKSTORE

Hutchinson's Bookstore was established in 1864 and continued by his son, Henry S. Hutchinson on the death of his father in 1886.

First located on Pleasant Street, then known as Cheapside, on a part of the site of the present Standard-Times Building, it later moved to Union Street, about where Poor Brothers is now located.

In 1913 Henry S. Hutchinson built the Bookstore Building at 222 Union Street where Hutchinson's has been located for the past 34 years.

Hutchinson's established the first circulating library in New Bedford. The store especially welcomes tourists and summer visitors, inviting full use of its circulating library and other services.

Hutchinson's extensive establishment handles books, social stationery, greeting cards, fountain pens, Victor-Columbia-Decca-Capitol records. Also Shaw-Walker steel office furniture, Remington typewriters and leather goods. There is a year-round basement toyshop for children of all ages.

M. J. LEAHY COMPANY

The M. J. Leahy Company offers men and students of Greater New Bedford the highest grade of clothing in the widest variety. It carries the latest in leading clothing lines, including all types of furnishings, shoes and hats.

It was one of the first retail stores in this vicinity to install complete air-conditioning equipment for the convenience and comfort of its customers.

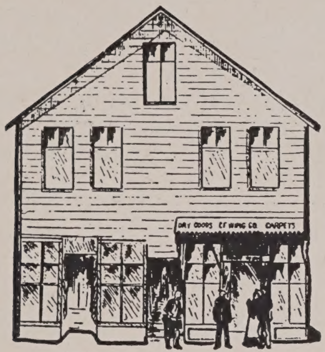
An experienced personnel with a full knowledge of the merchandise carried affords excellent service at all times and contributes materially to the company's standing as one of the leading men's and students' furnishing stores in this section.

M. J. Leahy, President and Treasurer of the Company, has long experience in the men's apparel business, an experience that has made him a leading local merchant.

Now at 572 Pleasant Street, the store was previously at the northeast corner of Union and Pleasant Streets. It was established in 1926, when it took over the former F. W. Wentworth Clothing Company, long established in this city.

The M. J. Leahy Company has been in its present modern and up-to-date store since 1936. Its airy spaciousness permits exceptional display of the large and varied stock.

THE C. F. WING COMPANY


DRY GOODS C F WING CO. CARPETS

ORIGINAL STORE 1874

The C. F. Wing Company, which has seen 73 of New Bedford's 100 years, was established in 1874, just 27 years after the City of New Bedford was founded.

Wing's first began business in a small 1½ story frame building where Wing's Furniture-Department Store stands today at 790 Purchase Street.

Wing's first department offered dry goods and floor coverings of all types. Soon after, other departments were added.

Wing's today offers complete lines of homefurnishings, sporting goods, gifts for all occasions, and clothing for women, children, and babies.

The Friendly Store invites you to come in and look around.

WING'S

M. C. SWIFT & SON

New Bedford's oldest establishment dealing exclusively in men's clothing is that of M. C. Swift & Son at 201 Union Street.

Established 97 years ago, in 1850, it started in business when the city was but three years old. Moses C. Swift was its founder, in later years being joined by his son, George.

Originally, the business made clothing to order as tailor and outfitter. It numbered among its clientele many whalemen, bankers and other prosperous citizens. It was a pioneer in the tailoring of clothing to order.

Today, in a modern and attractive store, M. C. Swift & Son handles such leading lines of men's clothing as the well-known Kuppenheimer and Worsted-Tex lines.

The management is proud of its merchandise and also proud of its personnel. William Farrell, in charge of the alteration room since 1890, has seen many changes in style of men's wear. Through the years to today he has kept up to the minute on fashion trends.

Ferdinand Delano has been with the firm for 45 years as a floor salesman. Through service and courtesy, he has made many friends and thoroughly understands the needs of customers.

James G. Doyle, and several of the other employees have been with the firm for many years. "Pioneers in 1850! Leaders in 1947!" is the slogan of M. C. Swift & Son.

BUSH & CO., INC.

1885 - 1947

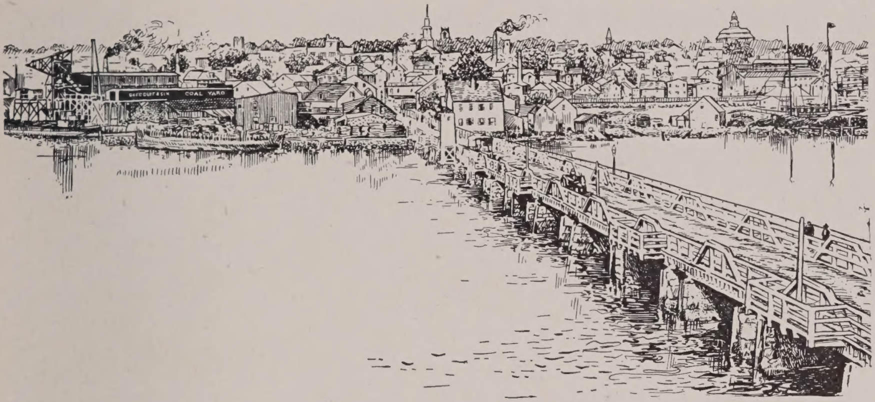
Starting sixty-two years ago with only a small clothes cleaning unit in the basement of the old Robeson Building on William Street, Bush & Co., Inc. is now serving its third generation of Greater New Bedford residents.

Today, a far cry from its extremely modest beginning, this organization has one of the largest and most modern dry cleaning plants in the area. The plant is located at 30 Champion Terrace, North Dartmouth, and the main office is at 512 Pleasant Street, in New Bedford. M. C. Monti is Manager.

In addition to its widely-known superior work in dry cleaning and pressing of garments, the company handles cleaning of rugs and house furnishings and operates a bonded fur storage.

Its reputation for service is equally well-known. Regular pick-up and delivery service and its courteous personnel have contributed much toward the firm's steady growth. Many of its patrons, it is interesting to note, have witnessed this growth for as much as a quarter-century or more.

Mindful that this outstanding record has been made possible by the confidence and patronage of its long-time, loyal customers, the company pledges its every effort to provide the best in cleaning service in the years ahead.


DAVID DUFF & SON COAL YARD

1887

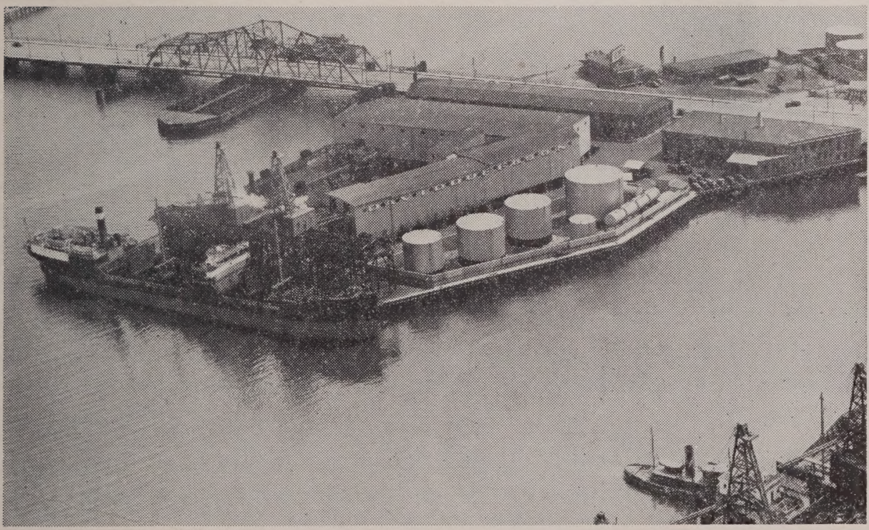
DAVID DUFF & SON

SUCCESSORS TO PARKER & HASKELL

We take this method of informing you and the public generally that we have purchased the entire interest of Parker & Haskell in their coal business, and will continue it at the old stand, foot of Middle Street. All grades of coal of the first quality always on hand and for sale at the lowest market prices. We will be pleased to meet all the patrons of the old firm and respectfully solicit a share of your patronage. Telephone connection.

May 31, 1887 David Duff & Son

1947



AKIN-DENISON COMPANY

206 Union Street, New Bedford

FUEL
Akin-Denison Co.
PAINT

Back in 1850, when whaling was at its height, John H. Perry and George Wilson started in the coal business and also manufactured paint under the name of John H. Perry & Company in the building at the corner of Walnut and Water Streets now used by Akin-Denison Co. as a warehouse and wholesale paint store. Coal came to their wharf in small vessels and was unloaded with horses and small wooden buckets.

In 1866 Samuel C. Hart bought out Mr. Wilson and in 1874 formed a partnership with Francis T. Akin under the name of Hart & Akin. In 1890 they opened a store in the Center of the city, establishing branches in the South and North Ends a few years later.

Upon the death of Mr. Hart in 1894, Mr. Akin admitted his two sons, Thomas B. Akin and Charles G. Akin, into the business and the firm name was changed to F. T. Akin & Co. In 1916 the Denison Brothers Company coal business and wharf at the foot of Hillman Street was purchased and the corporate name became Akin-Denison Company.

Products and services today include paint, wallpaper, coal, coke, fuel oil, The Electric Furnace-Man (automatic anthracite burner) and Williams Oil-O-Matic Oil Burners for heating.

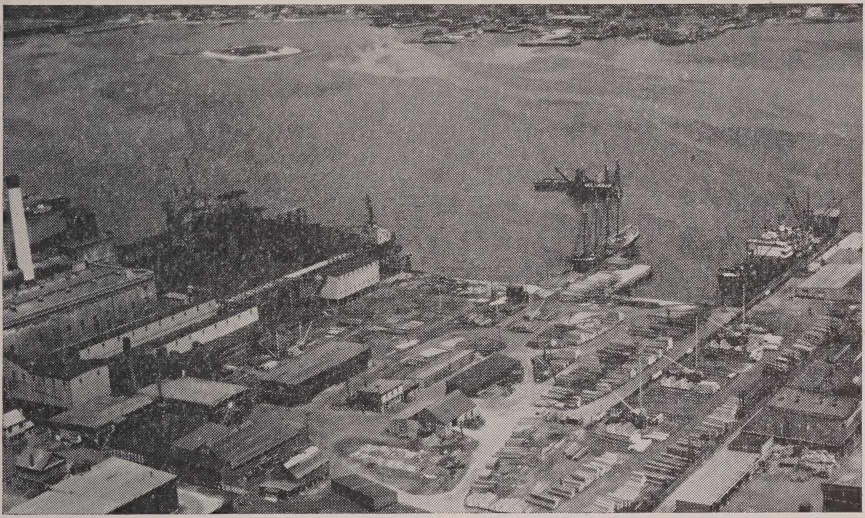
JEREMIAH COHOLAN

Forty years of changes in the industrial, commercial and economic life of New Bedford can be traced in the work done by Jeremiah Coholan, Master Plumber.

This plumbing firm located at 703 South Water Street, has aided in conversion, alteration and construction of many public and private buildings insofar as their plumbing installations are concerned.

The list of these is a long one. It includes the plumbing in the Municipal Building, installed at the time it was converted from a Free Public Library, many years ago. During construction of the New Bedford High School and the New Bedford Hotel, plumbing was installed by this firm. A more recent job was that of building the Presidential Heights Housing Development, where plumbing was installed by Jeremiah Coholan.

The New Bedford Five Cents Savings Bank alteration and expansion of Dawson's Brewery mark additional milestones in the firm's plumbing achievement.



GREENE & WOOD, INC.

Since 1834, the lumber business conducted today by Greene & Wood, Inc., has been serving the building needs of this community. It was founded in that year by Samuel Leonard on the east side of Clark's Cove. Lumber was brought by schooner from Maine, floated ashore and dragged to the yard by oxen.

In 1840, the business was moved, for the first and the last time, to Leonard's Wharf on the Acushnet River at the foot of Leonard Street.

Henry T. Leonard, son of the founder of the company, succeeded his father as head of the concern and in 1845 formed a partnership with a young Providence carpenter, Augustus A. Greene, builder of the fine, old stone mansions owned by Abraham H. Howland, Frederick Grinnell and Julia Delano.

In 1849, Henry T. Wood bought out Henry T. Leonard and the firm name was changed to Greene & Wood. Growth of the business continued, a large planing mill was built, with sheds and warehouses, and derricks were then installed to handle the lumber, both for piling and for loading.

Yellow pine and cypress from Florida and Gulf ports were brought by vessel, while spruce and pine came from the Eastern Provinces.

In 1926, a new deep water terminal was built to accommodate large steamers from Pacific ports in British Columbia, Washington and Oregon. Modern equipment now expedites unloading and deliveries. Huge derricks load trucks with sling-loads of lumber in the shortest possible time, while movable cranes travel anywhere over the plant's 10 acres, further facilitating handling.

The planing mill can produce any kind of woodwork. It manufactures sashes, doors, frames, mouldings and builders' finish and does all kinds of cabinet work. During the war, it was devoted exclusively to the manufacture of barrage balloon boxes, crates for life rafts and special boat stock for destroyer escorts, sub chasers, crash boats and many other war vessels.

There is a separate mill where large timbers can be sawed any length, planks can be planed, grooved or matched, all handled by separate derricks at each end of the mill. A fleet of modern trailer trucks delivers orders. Complete loads of 15,000 feet can be rolled off and delivered exactly where desired.

Greene & Wood, Inc., carries nationally known stock millwork items, insulation, paints, wallboard and plywood, displayed in a modern showroom. Assistance and advice are offered the home builder, including catalogues with available plans for complete construction. A wealth of experience better enables the firm to serve both large and small users of lumber products, and building materials.

ACUSHNET SAW MILLS COMPANY

Whaling Captain Jonathan C. Hawes, with Simeon Hawes and N. Harvey Wilbur, established the Acushnet Saw Mills Company some 80 years ago, in 1867, with the purchase of a small sawmill previously owned and operated by Jonathan P. Lund. Hawes and Wilbur continued the manufacture of box boards, expanded to include sawing pine and oak shipbuilding timber, bought more timberland and set up portable sawmills in the woods.

Eventually Simeon sold his interest to the other two. In February 1907, Frederic B. Hawes and Franklin J. Gurney, with their respective mill equipment and timber holdings, joined with Jonathan C. Hawes and N. Harvey Wilbur and a corporation was formed and known as the Acushnet Saw Mills Company.

Today, Richard G. Hawes, grandson of Captain Jonathan and grounded in the business from early youth, manages the affairs of the Acushnet Saw Mills Company. Benjamin F. Howe, associated with the firm for 40 years, handles matters pertaining to the Lumber Department.

Supplying many New England industries, the company makes wooden boxes for fish, bread, beverages, cranberries, mill supplies and products, and horticultural purposes, including boxes for export shipping. It operates a wholesale and retail lumber yard, a cabinet shop, and a building materials store and showroom.

Chief among its interests is the perpetuation of its extensive forest lands in this area and New Hampshire. Conservation is a keynote, practiced through selective cutting, fire prevention and reforestation.

HAWES ELECTRIC COMPANY

In New Bedford, the name Hawes Electric Company is synonymous with electrical contracting and sales and service of electrical appliances.

The company was established January 7, 1922. Clayton P. Hawes is president and Roy T. Hawes, treasurer. The store is at 592 Pleasant Street.

As electrical contractors, the company has many home owners, merchants and industrial firms among its satisfied customers. It also handles extensive electrical work under general contractors.

The line of electrical supplies, materials and appliances available in the store includes motors of every type, household appliances, lamps, fluorescent fixtures and installations. Every effort is made at all times to keep the line as nearly complete in its many varieties as possible.

Sales, installation and servicing of General Electric heating systems, air-conditioning systems and electrically-operated cooling systems is a feature of the Hawes Electric Company.

THEODORE LORANGER & SONS

Theodore Loranger established a repair and building business at 301 Coffin Avenue in the North End 40 years ago, in 1907.

His reputation for thorough and skilled workmanship soon spread and within a comparatively short time he was busily engaged in the construction of many of the solid three-tenement houses in the North End of the city.

Before long, he was being commissioned to erect residences in the West End of New Bedford, which at that time was beginning slowly to be built up as a residential district.

In 1920, some 13 years after establishment of the business, Mr. Loranger took into it his three sons, Ralph, Albert J., and Alfred F., who had been schooled in their father's skills almost from boyhood.

Soon after the three young men joined their father, the firm began to branch out, extending its operations to heavy industrial repair and maintenance. Besides this phase of the business, many of the beautiful churches, schools, public buildings, utility plants in various sections of the city were erected under supervision of Theodore Loranger & Sons.

At times, several hundred men are employed in various capacities on different construction jobs.

The firm has adequate facilities and sound experience to handle any contract or building job from its inception to completion of the structure.

Within a short time, it is expected that the new general offices and yard on Nash Road will be opened for use. These will give the firm the space required for its extensive operations. This new building itself is an excellent example of the work done by Theodore Loranger & Sons.

WALTER P. BAILEY

Half a century of plumbing is being observed this year by Walter P. Bailey, who holds Massachusetts Master Plumber's License No. 823. He entered the trade the year New Bedford observed its Semi-Centennial, 1897.

The firm under his own name was founded January 1, 1910, at 216 Acushnet Avenue at Cannon Street, where the Bay Village Housing Development is located. It moved to its present site, 126 Dartmouth Street, on December 15, 1939, having purchased the building.

Service offered today by Walter P. Bailey includes heating and sheet metal work as well as plumbing—repairs, maintenance and original installation. His specialty is installation of country water supply systems and all types of pumps and oil burner installations in homes, dairies, industrial plants and commercial establishments.

The firm has been a leader for many years in advancement of the trade and in general plumbing practices. It is active in both state and national associations of Master Plumbers as well as in the Master Plumbers Association of New Bedford and Vicinity, Inc.

Closely associated in the business with Mr. Bailey is his son, Perry O. Bailey, serving as manager.

D. & G. MOTOR REPAIR COMPANY

Located at 48 Wamsutta Street, opposite the Wamsutta Mills, D. & G. Motor Repair Company is the largest service of its kind in the city.

The firm handles any type of motor repair and reconstruction, from minor repairs on fractional horsepower units to complete conversion of the largest motors to other electrical ratings or characteristics. The two-story plant contains modern tools and equipment to help provide speedy service to textile mills, industrial plants and other users of motors.

D. & G. Motor Repair Company was organized in March 1936 by Leo J. Grace, Pedro E. Pebre and Ralph A. Sisson, all of whom are active in the business and have had extensive previous experience in motor repair work. One of the trio, Mr. Pebre, at one time was engaged by the Portuguese Government to handle supervision of electrical work in that country.

In connection with their repair business, and as a convenience to the textile mills, industrial plants, electrical contractors, oil burner and refrigeration dealers they serve, D. & G. stocks a complete line of Westinghouse motors and controls, Browning v-drives and pulleys and all motor parts for replacement purposes.

OLSON & APPLEBY

This firm consists of Arvid H. Olson and Theodore F. Appleby. They have been associated as general contractors in New Bedford for a quarter of a century. They were both formerly with the Turner Construction Co., nationally known builders.

Their office is in the Bookstore Building at 222 Union Street. They employ carpenters, brick layers, plasterers, cement and concrete workers for all types of home and industrial work.

Since this firm was established here in 1922 they have done numerous jobs such as remodeling the old city stables into the New Bedford Boys Vocational School, adding two wings to the Cushing School in Dartmouth, building the Dartmouth High School as well as much other remodeling and alteration work and home building.

GEORGE P. WILLIAMS

Some of the finer homes in Padanaram and many in the West End of New Bedford were built by George P. Williams, general contractor, of Russells Mills Road, South Dartmouth.

Mr. Williams took over the business in April of 1937 as successor to Herbert Bailey. It was organized in 1918.

Although the firm does much mill work in New Bedford, it is equipped to handle every type of general contracting.

It employs its own laborers and skilled carpenters and masons. It has an extensive lumber yard and a well-appointed woodworking shop. There is, also, a storage shed for materials. It can, therefore, complete any job with its own personnel and material from start to finish.

The two-story X-ray building at St. Luke's Hospital, constructed by Mr. Williams in 1940, is an outstanding example of his non-mill and non-residential work.

One of his more recent jobs was the conversion of the former home of Walter H. Langshaw on County Street into the modern Jewish Community Center. There are many others.

DIARIO DE NOTICIAS

Many Portuguese from the Azores were already settled in New Bedford one hundred years ago, taking part in the whaling industry and thereby helping to make this a progressive city.

Other Portuguese immigrants contributed in no small measure the hard work that shaped from rocks and fields the beautiful streets we have here today.

The efforts of today's New Bedford residents of Portuguese extraction, now numbering about 35,000, are well-known and generally recognized. They are law-abiding, love the city their forefathers helped to build, and are indeed proud of their record of accomplishment in helping to make this centennial celebration possible.

Diario de Noticias (Portuguese Daily News), established in New Bedford in 1919, and published by Joao R. Rocha, is the only daily newspaper published in Portuguese in the United States. Hence, to the people of Portugal, Brazil and everywhere Portuguese is spoken, the city of New Bedford is as well known as New York and Washington. The Press of Portuguese-speaking countries refers to this newspaper as "Diario de Noticias of New Bedford," not bothering to add "Massachusetts, U.S.A." They quite naturally assume that their readers know where New Bedford is.

COLONIAL RESTAURANT & STORE EQUIPMENT COMPANY

Established a quarter of a century ago, the Colonial Restaurant & Store Equipment Company is one of the oldest firms in its line of business in this vicinity.

It handles only nationally-known and nationally-accepted high grade merchandise. This includes all equipment needs of restaurants, hotels and public and private institutions — glassware, silverware, china, grills, ovens, furniture, cutlery, fans and utensils.

The company also repairs and rebuilds restaurant, hotel and store equipment and supplies, carrying one of the largest stocks of repair and replacement parts in New England.

The same equipment and the same high standard of service are offered in all three stores operated by the company: New Bedford, Fall River and Brockton. Sales representatives of the firm cover most of New England.

The New Bedford store is at 144 Union Street, at the southwest corner of Acushnet Avenue.

Service is the keynote of the Colonial Restaurant and Store Equipment Company. This service is made possible by its long experience in this particular business and by the fact that it offers only the most reliable equipment and supplies.

MY BREAD BAKING COMPANY

Miss Sunbeam wishes New Bedford her heartiest congratulations on its 100th Anniversary.

My Sunbeam, because of its natural goodness . . . soft texture . . . and all-around flavor . . . gains increased popularity each day.

REACH for

MY SUNBEAM BREAD

"BREAD AT ITS BEST"

GULF HILL DAIRY

GULF HILL
DAIRY
GH
A
GRADE
PASTEURIZED MILK
SOUTH DARTMOUTH MASS.

From its start in 1896, over a half-century ago, Gulf Hill Dairy has pioneered in efforts to improve standards in every phase of production of dairy products and service to the public.

The late Joseph T. Fernandes, its founder, made a lifetime career of the development and breeding of better dairy herds, improvement in milk-handling methods and in delivery service throughout Greater New Bedford. This rich heritage is being carried forward by his family.

The Dairy is among a select few milk producers in the Commonwealth of Massachusetts and in the nation that may use the name "Certified" as applied to milk. This means that highly exacting conditions of sanitation and health have been met, and the Medical Milk Commission of the County Medical Society certifies to that effect. Golden Guernsey milk from registered Guernsey cows, and a variety of dairy products including ice cream, are also produced.

The Gulf Hill Restaurant, 596 Pleasant Street, widely noted for fine service and good food, operates under the same management.

PAUL L. KUCH ADVERTISING

Increased diversification of New Bedford industry since 1938, and resultant need of an advertising agency service alert to the economics of distribution and selling, merchandising problems, and modern techniques in the planning and preparation of advertising, led to establishment of this agency in 1945.

Sales-minded talent and service is comparable to that of agencies in the largest cities. National advertising in trade, technical, business and general magazines is planned, written, produced and placed. Additional services include design and production of booklets, folders, catalogs, display material and other graphic arts functions for industrial and commercial firms.

The agency's clients include firms in the steam specialties, electronics, metal specialties, aviation and general industrial fields; also foods and beverages. The agency is also special planning and copy consultant to two other agencies, in Boston and New York.

The principal, Paul L. Kuch, has had twenty years of experience in advertising, having been in charge of advertising departments of nationally-known industrial firms, and in executive capacities with metropolitan advertising agencies.

CONTINENTAL BAKING COMPANY

WONDER BREAD
SLICED
Enriched
IT'S SLO-BAKED
WONDER BREAD

The celebration of the New Bedford Centennial recalls to mind the fact that a local bakery has been serving bread here in this community for nearly half a century. Local inhabitants remember how this bakery grew with the community and then adopted the name Wonder Bread Bakery, at its present address 2185 Purchase Street, when it came under the Continental Baking Company management close to twenty-five years ago.

Today, with the most modern equipment and modern production methods, it is capable of baking well over three million loaves of famous Wonder Bread annually. This Wonder Bread, the only nationally advertised loaf, is served in more homes than any other bread in the country. It is delivered fresh daily to food stores in New Bedford and in Bristol, Plymouth and Barnstable counties.

Last year the familiar Wonder Bread fleet of white trucks travelled a distance of 300,000 miles to insure a continual and fresh supply of Wonder Bread and the equally famous Hostess Cakes for customers in this part of Massachusetts.

BAKERS OF

WONDER BREAD AND **HOSTESS CAKE**

HOWLAND LINEN SUPPLY CO., INC.

1904 — Stephen D. Howland, alone . . . a horse and wagon for making his rounds . . . supplying 200 pieces of rental linens weekly to a small list of customers who liked his regularity of service and quality of work.

1947 — Howland Linen Supply Co., Inc., with Stephen D. Howland as treasurer and general manager . . . 25 employees . . . a fleet of 7 trucks covering all of the territory from Westport to Provincetown . . . including regular service to Nantucket and Martha's Vineyard . . . now supplying a weekly average of more than 150,000 rental linens.

Howland service includes supplying 47 various types of linens, from towels and napkins to suits for bakery employees. The extent and varying character of its service is indicated by its customer list. The company serves barber shops, beauty parlors, groceries and markets, restaurants and night clubs, doctors, dentists and other professionals, bowling alleys, industrial plant cafeterias and hospitals. All-year hotels are supplied with table linens and other kitchen linen requirements.

That, in brief, is the story of 43 years of growth and service of the largest independent linen supply company in Southeastern Massachusetts.

ANDREWS & PIERCE, INC.

Established in 1923 by Thomas L. Andrews, Ernest W. Pierce and the late Wesley W. Pierce, the motor freight firm of Andrews & Pierce, Inc. has contributed in great measure in this area to the rise of one of America's most vital industries.

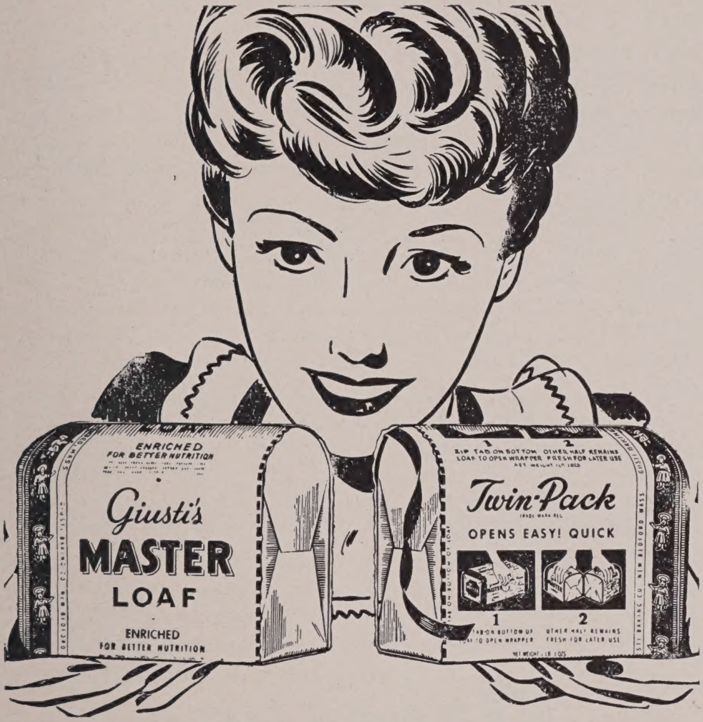
From small beginnings, from the very infancy of the giant motor freight transportation industry, the firm has grown steadily until now it owns and operates 27 first-class trucks, 17 tractors or "horses," and 19 large trailers.

Andrews & Pierce, Inc. regularly serves many important industrial and commercial firms, textile mills, wholesale grocers and others. In addition to "over the road" motor freight service, local and area pickup and delivery service is provided.

The firm operates under Interstate Commerce Commission regulations with rights in Massachusetts and Rhode Island. Terminals are located in Boston, Providence and New Bedford, with main offices and garage in New Bedford, at 48 Lindsey Street.

Ernest W. Pierce is president.

GIUSTI BAKING COMPANY


ENRICHED
FOR BETTER NUTRITION
Giusti's
MASTER
LOAF
ENRICHED
FOR BETTER NUTRITION
ZIP TAB ON BOTTOM OF LOAF TO OPEN WRAPPER
OTHER HALF REMAINS FRESH FOR LATER USE
Twin-Pack
OPENS EASY! QUICK
1
2

Giusti Baking Company continues to look forward to a brighter and more prosperous future for our great city and toward new and better ideas in the baking industry.

Giusti's Twin-Pack

MASTER LOAF

THE LOAF THAT GIVES YOU 2 CHANCES TO USE IT UP FRESH!

WHITE FARM DAIRY

Started by Walter A. White almost a half-century ago in Acushnet, this Dairy is the State's, and probably New England's, largest producer of milk that is bottled right on the farm where it is produced.

Quality of milk is especially notable due to scientific farming, intensified in 1942, when the founder's son, Raymond A. White, became sole owner and manager. These methods have won high commendation from the U. S. Department of Agriculture, the Commonwealth and other authorities.

Critical attention is given to pasture development and soil conditioning because the dairy raises its own feed, important in maintaining quality of milk given by its herd of more than 500 cows. The soil is built up with dressing, lime phosphate, potash and other beneficial minerals. Close to 60,000 tons of fertilizer have been used for this purpose in the past five years.

The Dairy is particularly proud of its *Special Milk.* The term is used to designate milk produced under rigid State requirements. All milk bottled by a farm must be produced on that farm, bacteria count must be considerably lower than average, and all personnel must undergo periodic health examinations. These are but a few of a long list of specific conditions to be met.

The Dairy delivers Special Milk within 24 hours after milking. White Farm Dairy is dedicated to serving residents of the Greater New Bedford area with the best milk and dairy products obtainable.

Firestone

FIRESTONE TEXTILES

A Division of

The Firestone Tire & Rubber Company

Akron, Ohio; Memphis, Tennessee; Los Angeles, California

The PEOPLE of New Bedford have made the city great . . . a good place in which to work and a good place in which to rear a family.

Since the great whaling days of New Bedford's romantic early history, this city has been a leader of New England's industrial progress. Now, textile mills, commercial fisheries and diversified industries furnish continuous employment to New Bedford citizens.

Firestone Textiles is proud to have been an important factor in this city's industrial progress for a fifth of its centenary.

ACKNOWLEDGMENTS

To . . . The New Bedford Standard-Times, its executive management, editorial and advertising departments for loan of photographs, engravings and stereotypes, and other cooperation which greatly expedited publication of this book.

Standard-Times photographs as follows: Pages 6, 8, 9, 10 (fishing), 11 (Ashley), 12, 13, 14 (building), 15, 33, 34, 35, and aerial views of New Bedford on front and back covers.

To . . . Gus E. Mailloux, Commercial Photo Service, for photographs as follows: Pages 5, 7 (Lagoda), 10 (Wamsutta), and fire-fighting equipment on pages 11 and 14.

To . . . Ernest E. Pettengill, Pettengill Studio, for photograph of City Council, Page 17.

To . . . Raymond D. Markey, assisted by other city employees, for coordination of program material and lists of committees.

To . . . Sponsors whose immediate response assured the publication of this book from the very start of the project.

OFFICIAL SOUVENIR BOOK COMMITTEE:

Fred W. Steele, *Chairman*
Fisher Abramson
Charles S. Kelley, Jr.
James H. Mahoney, Jr.
Robert Saltmarsh

Produced for the Committee by
PAUL L. KUCH

Printed by
AMERICAN PRESS, New Bedford

> *I have but one lamp by which my feet are guided, and that is the lamp of experience. I know no way of judging of the future but by the past.*
>
> Patrick Henry

NOVA BEDFORDIA CONDITA. A.D. 1787.

LUCEM DIFFUNDO

CIVITATIS REGIMINE DONATA. A.D. 1847.